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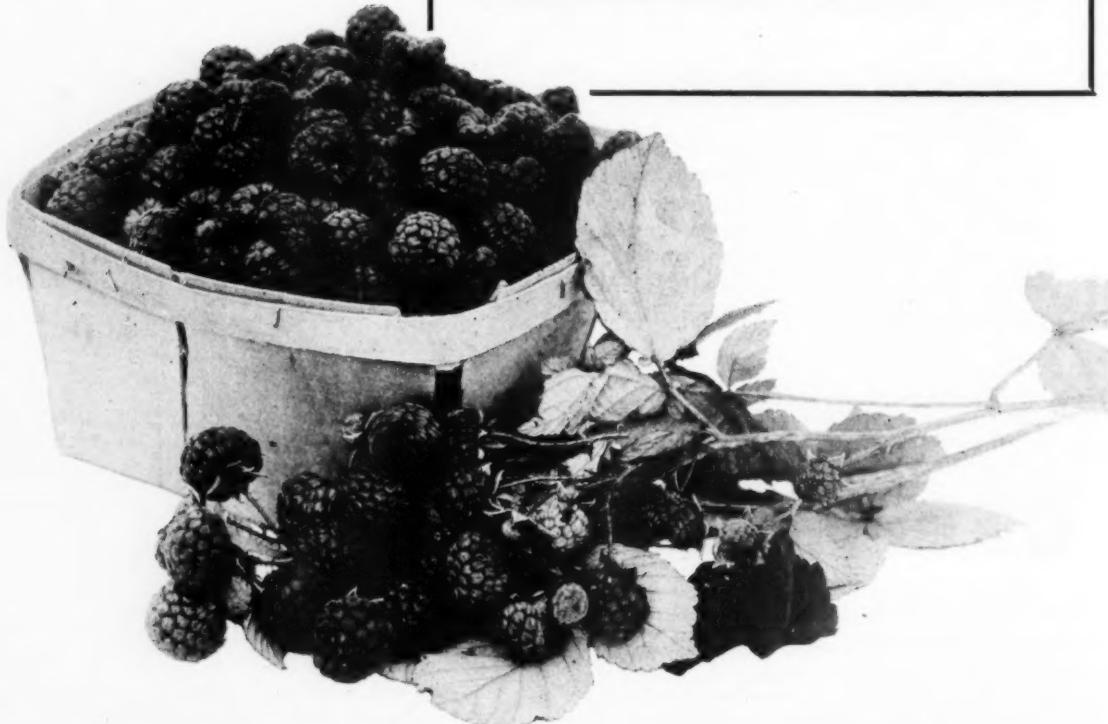
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**Pioneer Specialized Publication
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Plant Management, Production
Methods, Materials, Equipment,
Purchasing, Sales, Merchandising.

VOLUME XXV NO. 7

JULY, 1945

(Cover Photo, Courtesy Beech-Nut Packing Co.)

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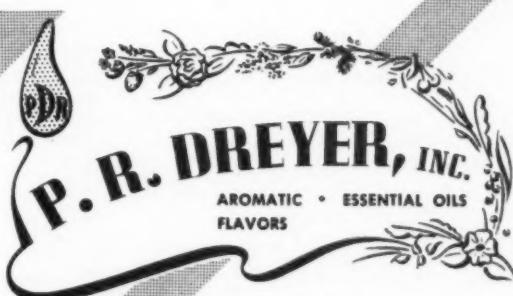
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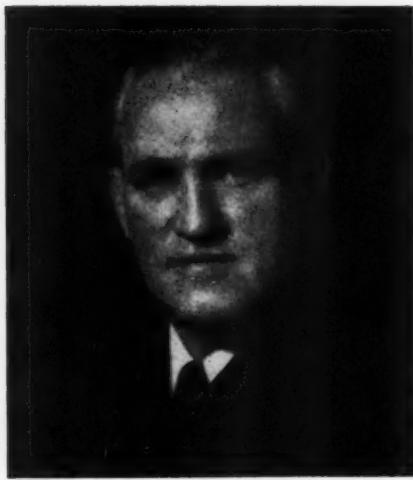


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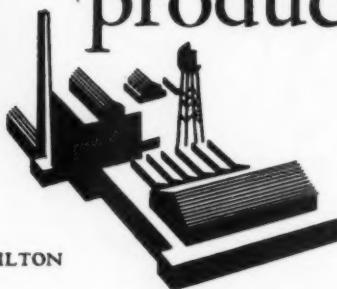
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"We're back in full production"



by JOHN D. HAMILTON

IT'S a grand and glorious feeling to be going full blast again in our new location at 617 East 25th Street, Tacoma.

Up to now and ever since the fire destroyed our plant last February, we have been operating largely through the cooperation of my friends in the industry and using the facilities of a fellow candy manufacturer in Tacoma to whom I owe an eternal debt of gratitude.

Now we are functioning on full scale in our own location with our regular staff. We want you to know that the hand rolled, hand dipped chocolate creams and hand dipped caramels and nougats packed in Hamilton's Candy and Gift Novelty Ensemble, are the very finest chocolates possible to make. The quality has been maintained even though the quantity has, of necessity, been less. I am sure our good jobber friends, whom we have been serving with these assortments, know what we have been through and made allowance for the differences we encountered in filling orders as promptly as was our policy before our factory was destroyed.

Now our complete line of fancy packed hand rolled chocolates (sold only in assortments of candy and gift novelties ensemble) together with one-pound Party Pecan and our Buck Private bar,

are again being loaded on our shipping platform. We will ship our Navy and our Army orders first on the Buck Private bar and will then start shipping Buck Private to our jobbers with the same size shipment going to each jobber the same number of days apart.

Now here is something important: In connection with our plans for the immediate future, we are desirous of having the name of every interested candy broker who reads this publication, with a brief outline showing that part of his territory on which he concentrates, and also the name of the state he would prefer to work. As our production increases in our new plant, we will gradually take on new accounts on our Party Pecan, chocolates and gift novelties assortment, but we will ship the Buck Private bar only as far east as the Mississippi River.

Since many of our sales records were destroyed, it would be most helpful if jobbers would write us at once requesting that their standing orders for candy and novelty assortments be reinstated.

As I said at the outset . . . it's a grand and glorious feeling to be back in full production and I look forward to hearing from our many jobber friends and candy brokers.

Hamilton
CANDY COMPANY

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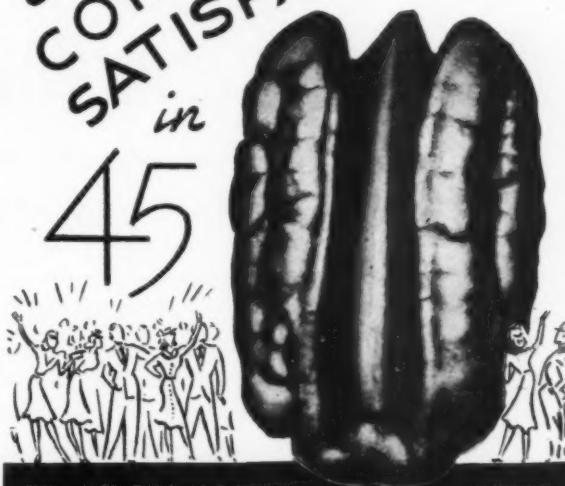
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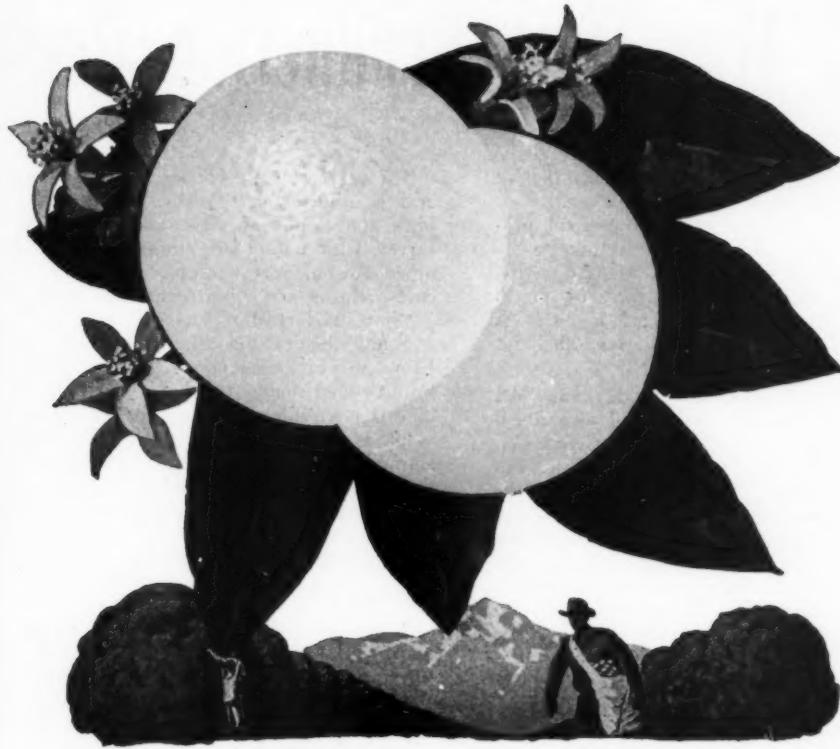
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Chicago NCA Conference Tackles War-Time Production Problems

The Chicago Confectionery Conference, sponsored by the NCA, was held at the Palmer House, June 7, 1945. Attendance was good and all those present pronounced it a successful and informative meeting.

(*THE MANUFACTURING CONFECTIONER, May, 1945, reported on the one-day local meetings of the N. C. A. held in Boston, Mass., on April 17; New York, N. Y., on April 19; and Philadelphia, Pa., on April 20. Please refer to page 40, May, 1945.*)

The chairman of the morning session was Mr. Charles F. Scully, vice president NCA, and vice president of the Williamson Candy Co., Chicago. Dr. L. H. James, Consultant, Chicago, delivered the first address, "Sanitation in the Candy Plant." Dr. James discussed the changes of thought which have occurred regarding sanitation. "It is no longer sufficient to prevent spoilage. We must answer the question, 'why is there any filth present?' This is quality control to a high degree. In many food plants, an unsanitary condition is the result of inattention rather than to any lack of information.

The courts have fairly well established the principle that the contents of an manufactured food are the responsibility of the packer, whether or not processed items were used,—whether or not their original condition had been guaranteed. Thus the control of the sanitation of some aspects of candy manufacture is concerned with the conditions in other plants, as reflected by their finished goods. Regular and adequate analyses for signs of objectionable matter in the incoming materials should be maintained." Dr. James urged making one man responsible for sanitation measures. No one will accept excuses for the marketing of any product containing any type of filth or ingredients below standard.

Lighting Talk Illustrated

Mr. Leonard V. James, Lighting Consultant, General Electric Co., illustrated his talk, "Effect of Lighting on Employees' Health and Efficiency," with numerous slides, supplementing the points discussed. According to Mr. James, the cost of lighting in a factory or office should be considered as a part of the production expense. "The cost of lighting is a combination of the cost of energy consumed in "KWH", of the lamps replaced, of a proper amortized part of the first cost of the installation and of the cost of maintenance." Mr. James emphasized the last item, stating that the best maintenance is the cheapest. Some companies even plan to remove and destroy all lamps at regular intervals, before all but a few have burned out and this, in spite of the long life of lamps and tubes.

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Dr. L. H. James

The ideal objective of lighting is that of Nature, general lighting from the sky, spotlighting from the sun high above, out of view, and perhaps behind the observer, with a mild brightness from the trees, grass and other normal surroundings. Substantial results toward such lighting are being secured in many places.

"Industrial Health" was ably presented by Dr. Frank L. Smith, medical director, Western Electric Co., Chicago. From 30 years of experience with Western Electric, Dr. Smith stated that a definite program of preventive medicine is advisable, which should start with a pre-employment examination. A study of the company's records showed that actually 43% of the personnel had 50% of the sickness and 13% had the remaining half. About 16% of the plant personnel were responsible for 60% of all absences for illness of less than eight days. The company set up a program to cover the 13 percent.

Trained Interviewer Needed

A trained personnel interviewer in the medical division explains the nature and purpose of the health program to the employee. All information is confidential and is prepared for the company physician who then spends one to more hours with the employee discussing his findings, and refers the individual to his own doctor and dentist for whatever attention is necessary.

Within a reasonable time, the interviewer calls the employee for a visit and encourages him to express his opinion of the program and to discuss any results.

This program has decreased the sickness rate of the sickness-prone employees 40 percent. The future of medicine in industry and in general is preventive medicine.

Mr. Ivan F. Baldus, for 17 years with Mars, Inc., delivered an address on "Employee-Employer Relations." The value of good employee-employer relations has never been more clear to business men than in recent years.

"Management, with its multiplicity of problems, is often prone to look upon its labor supply as a commodity, and to forget that it is composed of human beings who have the same hopes and ambitions and the same financial and domestic problems that their employers have. An Industrial Relations Department may assist in determining for Management, what is on the minds of employees, but Management must be deeply conscious of its obligations to its employees.

If we are to derive any lasting benefits from an Industrial Relations program, Management must become more aware of the importance of Foremen in industry because a Foreman is the last instrument by which Management makes its wants known to employees, and in his daily contacts with the individuals whose work he directs, develops relationships directly between Management and workers. If the Foreman administers his duties in a proper manner, there is a good probability that there will be good employee-employer relations.

There is a growing thought among many Industrial Relations people that Management must exercise more



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be made
without cane sugar—
if your recipes include . . .

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Only Veg-A-Loid permits the manufacture of gums made *wholly* of corn syrup. Only Veg-A-Loid permits manufacture of an all-corn syrup gum that *will not sweat*—that will remain tender and edible under all climatic conditions.

You can prove our claim by testing this vastly superior candy colloid in your plant with a sample batch of Veg-A-Loid which we will be glad to send you without cost or obligation. You'll recognize Veg-A-Loid's amazing versatility that conserves sugar—saves time, labor and dollars—effectively improves product taste and quality.

Write today for Sample Recipe M. And for assistance or information on any production problems our Service Department is at your disposal.

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care in the selection of Foremen; that Foremen must be properly trained, not only in the technical aspects of their jobs, but in the administration of them as well; that Foremen must be adequately paid and recognized by upper Management as being important people in industry; and that they must be given the responsibilities of their jobs and the authority with which to do them."

Re-employment of Veterans

"The Re-Employment of Returning Veterans," an up-to-the-minute thought in executive's minds, was discussed in an address by Mr. George B. Cox, Curtiss Candy Co., Chicago.

The legal aspects of the Selective Training and Service Act of 1940 has caused a great deal of uncertainty. Mr. Cox expressed his thoughts clearly on the points requiring clarification. Further, Mr. Cox stated that the men he has seen so far 'are coming back ready for work, happy in their chance for adjustment to civilian life, with a firm determination to do a good job and get what they want from American industry.' "Let's rehabilitate ourselves to extend to these veterans a friendly, commonsense, tolerant attitude, recognizing that they're just our sons and brothers back from a tough grind. Let's welcome them as friends." (Editor's Note: Please refer to "From Fox Holes and Jungles to Waiting Civilian Jobs," for the plan in effect at the Curtiss Candy Company, Chicago, for re-employment of veterans. Page 27, March, 1945 issue of *The Manufacturing Confectioner*.)



A group of the speakers at National Confectioners' Association Chicago Local Conference—Front row, left to right: Robert L. Ratcliffe, Bowman Dairy Co., Chicago; Philip P. Gott, N.C.A. president; Col. John M. Gage, executive officer, Chicago Quartermaster Depot. Rear row, left to right: Dr. L. V. James, industrial lighting engineer, General Electric Co., Chicago; J. V. Spachner, vice-president, Container Corporation of America; Capt. L. A. Wright, subsistence research and development laboratory, U. S. Quartermaster Corps; W. J. Carmichael, War Food Administration; Leslie G. Estep, Booz, Allen & Hamilton, Chicago; William J. Lavery, Curtiss Candy Co., Chicago, general chairman; Lawrence Jacobson, War Manpower Commission.

Mr. Leslie Estep, Booz, Allen & Hamilton, management consulting engineers, Chicago, talked on "Employee Training Programs for the Postwar Period," stating "The transition and postwar periods will doubtless bring more dark personnel periods during the inevitable and complex readjustment to a peacetime economy."

One effective means of combatting this will be a well-planned, effective training program. Employee training is not new but the war caused thoughtful business men to realize that too little attention had been given it. The Federal Government acted to meet emergency training needs and programs were developed especially for workers and the lower levels of supervision. These practical

training programs were streamlined and produced results. But the main emphasis of the actual training has been set at the lower levels.

Broader Gauge Training Foreseen

The postwar period will require broader gauge training: an integrated plan which will reach from top to bottom. 'Time production' of wartime, disregarding cost is of major importance. A six-step training program was suggested by Mr. Estep: (1) recognize the real training need for your business, (2) make the program objective, (3) back the training actively with top management support, (4) give it responsible, competent leadership, (5) plan it with care as to content and scope, and (6) follow up, test its effectiveness and improve the program.

The seven objectives for an employee training program are: (1) strengthen the employee's 'know how', (2) improve his ability to think objectively about his job and to analyze its requirements, (3) broaden his interest in and knowledge of the company for which he works, (4) make each person feel he is a part of a winning team, (5) provide him with a thorough grasp of the objectives and policies of the company, (6) clarify the relations of his company to business as a whole and to the rest of the community of activities, and (7) develop his ability to deal with people who work for him, for whom he works and with whom he associates.

Training is a continuous and usually a long range program. It requires follow-up, evaluation, correction of weaknesses, and improvement of effectiveness. Those businesses which will go forward during the transition and postwar periods will be the ones with the most capable and unified workers and executives working together as teams.

Dr. Hall Reports on Laboratory

Dr. H. H. Hall, U. S. Department of Agriculture, New Orleans, La., reported on the Testing Laboratory (a co-operative project of the U. S. D. A. and the N. C. A.), for the period from April 1, 1945 to May 31, 1945, on the Utilization of Agricultural Products in Confectionery. (Editor's Note: This is Report No. 4 and has been reproduced by the Council on Candy of the N. C. A.).

The ingredients with which work has been done to date are represented by the following list of products employed, each in several types of candy pieces: cottonseed flour, wheat heart, refined soya, peanut meal, rice polishings, coconut flesh, edible casein, sunflower seed meal, dehydrated cranberries, peach puree (Velva Fruit), citrus juice concentrates, and peanut protein.

A new technique was developed for the incorporation of the flour-type, insoluble ingredients; that of dispersing them into a cold sugar syrup by moderate stirring and allowing the mixture to stand at room temperature for one-half to one hour before adding to the batch. No balling or scorching of particles occurred when these ingredients were so handled.

Since the first samples of experimental candies were submitted to members of the Taste-Testing Committee, 109 different pieces in 18 Series have been judged for quality. Studies are being continued on many products developed by the Regional Laboratories which show promise.

Captain Vernon M. White, Officer in charge, General Products Branch and Confections Section, QMC Subsistence Research and Development Laboratory, Chicago Quartermaster Depot, spoke on "New Methods, Materials, and Concepts in the Production of Army Ration Confections."

Military characteristics have necessitated the use of



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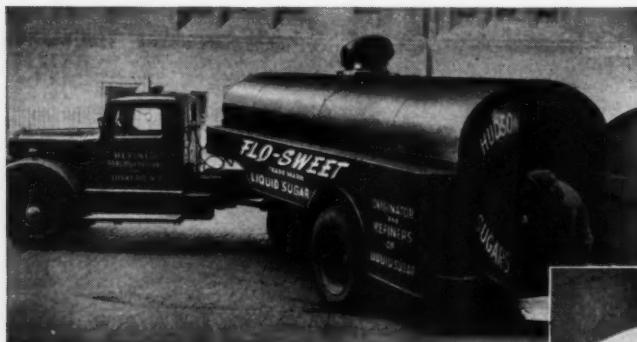
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● SAFEGUARDED IN STORAGE

This photograph shows a typical Flo-Sweet storage tank installation. Special construction features assure storage, even over long periods of time, without danger of contamination or fermentation. These tanks can be located in any out-of-the-way corner.



● SAFEGUARDED IN PROCESSING

This picture shows how simple it is to use Flo-Sweet Liquid Sugar. The workman just turns a valve and Flo-Sweet F-L-O-W-S into process. Lint and dirt cannot get into the kettles, as sometimes happens when sugar bags are cut open and dumped.

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ORIGINATORS AND REFINERS OF LIQUID SUGAR

a number of new materials and the introduction of several new and novel processes into the field of candy making. Some of these innovations probably are of value only for the duration of the war and probably have no application to postwar candy production, but others offer very interesting possibilities for postwar use.

Keeping Quality Discussed

Keeping quality is of great importance in confections for ration use. A material which has helped greatly to bring about good keeping quality in 100-hour shortening (Army biscuit shortening). This hydrogenated vegetable oil can stand exposure to active oxygen for 100 hours without showing deterioration or rancidity and can stand heating to 400 degrees F. without change in flavor or color. Although lacking the flavor and eating quality supplied by butter, this product serves satisfactorily as the fat component in confections. Naturally, this product cannot replace all fats used in candies because cocoa butter, an inherent part of chocolate, cannot very well be eliminated. But cocoa butter and coconut oil have extremely good keeping quality.

High-melting point or non-melting coatings for bar candies have contributed materially to the keeping qualities of Army confections. The chocolate-flavored coatings, made from cocoa, hydrogenated vegetable oil and sugar have been improved in eating quality and flavor to such an extent that they are quite acceptable for ration confections. Coatings of this type not only withstand strenuous storage conditions but also offer a great deal of protection to the centers of bars by adding to the mechanical strength of those bars and by keeping moisture and oxygen from penetrating to the centers. Because of the Army's need for non-melting candy bar coatings, a type of real chocolate coating having non-melting properties has been developed by one manufacturer.

The Army has been unable to use nuts successfully as components of confections, because of their tendency to become stale, soggy, and infested during long periods of storage. For this reason only one Army confection contains nuts as such. This is the well-known Boston baked bean. To compensate for this lack of nuts, the Army has used as a ration component, roasted, salted nuts in vacuum or gas packed tin cans.

Improved Wrapping Methods Found

Improved methods of wrapping and packaging confections have resulted from their use in Army rations. The use of strong, grease-proof, moisture resistant wrappers completely glue or heat sealed along all seams has contributed greatly to the keeping quality.

It is conceivable that the confection industry may wish to maintain candies in storage for longer periods than before the war. It probably would be to the advantage of the industry to feel safe in leaving goods on the retailer's shelves for a longer time than is considered practical at present. After the war, manufacturers may desire to expand their markets into South and Central America, Africa, the Pacific islands, the Malay States, China and India.

Confections have offered a most obvious vehicle for the introduction of vitamins into the rations. Because of their high acceptability we can be assured that vitamins contained in confections are consumed by the soldier. Vitamin B complex has been introduced successfully into the Army chocolate bars as well as into a number of other ration components. Vitamin C stabiliza-

tion has been effected in hard candies, pan-coated jelly candies and fruit jelly slices. Confections containing a well balanced supplement of added vitamins could rival other vitamin-containing foods such as fruit juices and vegetables as sources of an adequate vitamin supply and probably would be a much more popular source of vitamins than the vitamin pills and capsules so widely sold.

Grained caramels have received a very high acceptability rating from soldiers overseas. The fudge-like consistency and freedom from stickiness are largely responsible for this high acceptability.

Army Changes Have Failed

Attempts at change tried by the Army, incorporating high percentages of cereals, minerals, etc. into confections endeavoring to make confections complete foods, failed because the result was unacceptable. Soldiers will not accept alleged confections which are thinly disguised health or cereal foods. In the postwar era attempts to prove the nutritive quality of candy apparently should be accomplished in such manner that the basic acceptability of the candy, as candy, is not interfered with or altered.

Because of war use and distribution, American candy, today, occupies a position of world acceptability.

Mr. William J. Lavery, Curtiss Candy Company, Chicago, was Chairman for the afternoon session.

"Sugar" was the subject of the first address of the convention, being presented by Mr. Neal V. Diller, member N. C. A. Sugar Committee, vice president Nutrine Candy Company, Chicago.

The Sugar Committee has maintained definite policies and in all its contacts with the Government has included the full story of candy, emphasizing the following points: (1) candy is a nutritious food and is essential in the war effort, (2) this industry has sought no preferential treatment in rationing, (3) the industry's contribution to the war effort was emphasized and attention called to the rising demand for the inclusion of candy in Army food rations by the Quartermaster Department and to the heavy demand to supply servicemen, and (4) the demands of WFA for candy as a morale and energy builder in defense and war plants.

The policies of the Sugar Committee have been and are: (1) to increase sugar production, (2) to seek equity in rationing, (3) to scrutinize allotments to foreign claimants, and (4) to place sugar control in a single Government agency.

Mr. Diller reviewed some of the 'high spots' which have resulted in the present serious situation in sugar. Mr. Diller quoted the 11 recommendations by the House of Representatives Committee to Investigate Food Shortage, (Please refer to Page 47, *The Manufacturing Confectioner*, June, 1945), and stated that it is quite likely that most of these recommendations will be carried out. This will not, however, have much effect on the current situation. The candy industry faces a serious sugar shortage. (*Editor's Note:* The third quarter allotment is 50%



Mr. Neal V. Diller

may become difficult to obtain. This is not a pretty picture for us.

Mr. Norman Bruce, Durkee Famous Foods, Chicago, delivered the next address, "Fats and Oils."

A gloomy picture of fats and oils was given but we cannot overestimate the accomplishments of the Combined Food Board, the work of which has undoubtedly prevented chaotic world markets and violent speculation by their control of distribution.

The United States is normally an importing country and had obtained roughly 10 percent of her prewar fat and oil supply from outside. In spite of producing more here in late years than ever before, imports being cut off plus exportations for lend-lease and direct war demands, we have a tight situation that can easily become critical by ordinary variations in supply.

It is estimated that the world reserve supply at the end of 1945 will be only a small fraction of the amount of last year and likely will be at the lowest point in over 20 years of history.

The confectionery industry is interested in coconut oil. Its prospects for edible use are not favorable for the balance of 1945 at least. It is the opinion of some that fat and oil shortages may become more acute than the recent meat shortages.

"Factors Influencing Corn Syrup Supply" was the subject ably discussed by Mr. Howard A. Horan, Western bulk department, Penick and Ford, Ltd., Cedar Rapids, Iowa, representing the Corn Industries Research Foundation. Corn syrup and corn sugar have been under an extreme burden because the supplies of cane and beet products have been insufficient to meet the tremendous demands. The demand for corn products is increasing greatly. The increased demand for products from corn has been met by the full capacity of the industry.

One of the more optimistic aspects of the situation is the improved position of corn compared to the past year. The industry doesn't anticipate a corn shortage such as last year. There are factors of uncertainty in any estimate as to probable future supplies.

Another factor today that must be feared is the manpower shortage in corn refining plants, which has been severe enough to force a break in maximum production schedules.

New Corn Crop Uncertain

The new corn crop is always an uncertain factor at this season. Adverse crop weather would have a most unwelcome effect. At the moment the industry is faced with an acute corn supply problem but the industry will continue to bend every effort toward maximum output of all products, so that corn syrup and corn sugar will be forthcoming to the confectionery industry in amounts as heretofore.

Mr. John D. Warfield, Jr., Warfield Chocolate Company, Chicago, was the next speaker, "Chocolate," being the subject of his address.

The production of chocolate and cocoa today is dependent upon three major elements: sugar, factory labor and cocoa beans. Sugar was discussed by Mr. Diller, and as for factory labor, there should be some easing by the end of this year and a gradual improvement during 1946.

The largest percentage of our cocoa beans come from West Africa (about 68%) and this is fortunate for us. Cocoa beans are easily cultivated there and represent almost the only product from which the natives obtain their living.

The most serious factor entering into the future cocoa bean supply is that of price. There has been definite

resistance on the part of some countries to selling their new crops on a basis which will come under our ceilings. One of the reasons for this is that several countries have been paying higher prices for beans, making chocolate liquor and some sweet chocolate and shipping it into the United States at very high prices. This situation is in the process of being corrected by the OPA in conjunction with the WFA. Another element which has caused the Central and South American countries to withhold offers of cocoa beans is that of speculators.

Arrivals in the United States to date are about 300,000 bags ahead of the same period of last year. The situation is fairly comfortable. For 1946, we see no reason that there will not be enough beans for our wartime requirements.

The long term prospects will depend upon West African production. "Swollen shoot" disease has become an important factor in the destruction of cocoa.

Mr. Warfield discussed the new chocolate standards which are to go into effect October 1. (*Editor's notes* Please refer to page 92, *The Manufacturing Confectioner*, May, 1945).

The only way we can see for a candy manufacturer to maintain his chocolate supply on even the present basis will be to toll through a chocolate manufacturer for the making or coating any sugar which he can possibly spare. For 1946 and the years to follow, we are optimistic about the production and consumption of chocolate in this country.

"Milk Products" was the subject of the address by Mr. Robert L. Ratcliffe, Bowman Dairy Company, Chicago.

The dairy industry is much larger than most of us realize. Dairy products yield the largest cash farm income with the sole exception of hogs. Milk production thus far in 1945 is running at the highest levels in history, about 121 billion pounds for the year.

In the case of sweetened condensed milk, the availability of sugar is perhaps the most dominant factor in the production. The production of this item shows a decrease of 18% from April 1944.

Production of evaporated whole milk and evaporated skim milk is up. The production of powdered milk is being increased. Sweetened condensed skim milk shows an increased production, probably due to increased value of butterfat.

"Peanuts and Nuts" was discussed by Mr. George F. Hartnett, Marwood Company, Chicago. Increased scarcity of sugar and chocolate will probably cause many manufacturers to put most pressure on the types of peanut candy taking the least sugar and chocolate.

Although not possible to give a figure on the 1945-1946 peanut crop at this time, we can safely say that the crop looks as big as last year's. We hope the quality will be even better.

In 1944, 22.6 percent of the peanuts went into candy; 42.7 percent into peanut butter and 32 percent, salted peanuts.

Nearly all other nut meats are very, very scarce and no relief is seen until the new crop goods come in. Pecan prospects are very good. California almond production is expected to be slightly higher. Consideration must be given to the fact that nut meats are food and thus may not leave the growing territory in expected volume. Military demand for California walnuts and almonds decides availability for civilian use. The Swedish and Swiss governments are buying large quantities of filberts as food.

Mr. Jack V. Spachner, vice president and director,

Container Corporation of America, in charge of Western Container Division and pulp operations, handled the subject of "Containers" thoroughly.

In the raw material situation, a fine job is being done in the collection of waste paper; United States wood pulp production has increased to over ten million tons in 1944; and Sweden has about one million tons of pulp in storage. The third quarter will see some imports and the fourth quarter should bring more relief in the way of pulp tonnage.



Officers and Directors, N.C.A., photographed at Chicago local meeting:—Front row, left to right: O. F. Sealy, Oscar B. Elmer, Herman L. Hoops, Philip P. Gott, president; Charles F. Scully, vice president; Arthur L. Stang, Secretary-treasurer; John G. Rote. Rear row, left to right: C. R. Kroekel, W. Melville Cribbs, Harold H. Hoben, Russell Stover, Robert H. W. Welch, Jr., S. D. Fried, Cecil H. McKinstry. Absent when picture was taken: Directors Harold S. Clark, Theodore A. White, William E. Brock, Jr., O. G. Trudeau.

Board mills are running at about full capacity and while fabricating plants are not operating at full capacity, no doubt many plants could produce more containers if the board were available.

The container supply situation continues very tight. There is no decrease in the demand for "V" and "W" weatherproof corrugated and solid fibre containers for war and Lend-Lease needs. The only immediate relief for container users must come from an increase in board production, not indicated currently; a reduction in "V" and "W" needs; and cancellation of war orders involving the use of other corrugated and fibre containers. An acceleration of war contract termination will help quickly.

The panel of manufacturers, sales executives and jobbers on "Manufacturer-Jobber Relations" concluded the afternoon sessions. This discussion will be found on page 54, this issue.

The evening program which started off with dinner, was devoted to the activities of the Council on Candy of the N. C. A. Walter W. Kolbe, Reed Candy Co., Chicago, Illinois campaign manager of the Council, introduced Theo. Stempfel, E. J. Brach & Sons, Chicago, for another of the Council chairman's dynamic start-offs. Richard N. Heath, vice-president, Leo Burnett Co., Inc., gave a detailed presentation of the Council's advertising progress and a preview of plans for the remainder of 1945. Dr. L. G. Maison, L. G. Maison & Co., specialist in medical advertising, discussed the Council's appeal to physicians, nutritionists and dieticians and William Shaw, Chicago, public relations counsel, gave reasons for

the work on behalf of candy that is being done with editors.

The Association directors' sessions were held without the usual accompaniment of a general membership meeting, abandoned in compliance with the orders of the ODT.

Officers were reelected, as follows: Philip P. Gott, Chicago, executive president; Charles F. Scully, Williamson Candy Co., Chicago, and Herman L. Hoops, Hawley & Hoops, New York, vice-presidents; Arthur L. Stang, the Crackerjack Company, Chicago, secretary-treasurer.

New directors were elected as follows: Robert H. W. Welch, Jr., James O. Welch Co., Cambridge, Mass.; Samuel D. Fried, Up-To-Date Candy Manufacturing Co., New York City; W. M. Cribbs, National Candy Co., Chicago; Russell Stover, Russell Stover Candies, Kansas City, Mo.; Theodore A. White, Sierra Candy Co., San Francisco. Directors reelected: C. R. Kroekel, Kroekel-Oettinger Co., Philadelphia; O. F. Sealy, Johnson-Fluker Co., Atlanta; John G. Rote, W. F. Schrafft & Sons Corp., Boston; Herman L. Hoops, Hawley & Hoops, New York; Harold S. Clark, D. L. Clark Company, Pittsburgh; William E. Brock, Jr., Brock Candy Co., Chattanooga; Harold H. Hoben, Mars, Inc., Chicago; Oscar G. Trudeau, Trudeau Candies, Inc., St. Paul; Oscar B. Elmer, Elmer Candy Co., New Orleans; Cecil H. McKinstry, Imperial Candy Co., Seattle.

"M.C." Publisher Honored by National Advertising Association



Mrs. Prudence W. Allured, Publisher and Editor of *The Manufacturing Confectioner* and former President of the Chicago Women's Advertising Club, has been elected chairman of the Council of Women's Advertising Clubs and a Vice President of the Advertising Federation of America. Mrs. Allured also publishes *Candy Merchandising*, *The Candy Buyers' Directory*, *Candy Packaging*, *Candy Equipment Preview* and *The Blue Book*.

New York Association Holds Meeting

About 110 members of the Association of Chocolate and Confectionery Manufacturers attended the June 28, meeting at the Hotel Pennsylvania, New York City. Mr. Herman L. Heide, reported on the sugar situation. Mr. Heide pointed out that the present sugar shortage is likely to last until the third quarter of next year. Mr. Dudley of Corn Products Co., pointed out that there is some indication of a short corn crop this year due to late planting. The New York organization oversubscribed the war bond drive by 33-1/3% and the Red Cross drive was oversubscribed by 47%. Mr. Irving Cook of Rockwood Chocolate Co., pointed out that the army was increasing its demands for cocoa powder which will be felt in the candy industry. Mr. Joseph D. Magnus of Magnus, Mabee and Reynard said that the government has taken over all the lemon crop and that there would be shortages in such items as cinnamon, cassia, etc.



THE Manufacturing RETAILER



New Ideas for the Manufacturing Retailer

By W. H. CHILDS

We have found it advisable to search for new ideas constantly not only to keep in front but also to thwart competition. Now ideas don't just drop from the sky on a clear day, in fact, they are often as "scarce as hen's teeth."

However, we do not know of any place where ideas walk in as easily and frequently as they do in a retail manufacturing establishment. Every time a salesman calls, he brings along an idea. The various supply firms have to be awake and alert to opportunities to expand the sales of their products. The salesman gets around; he sees conditions and generally has a good knowledge of items which are the best sellers. He can often predict trends and suggest pieces which will likely become leaders.

You are all familiar with some sources of ideas: those received from customers directly. Care must be taken in accepting all the ideas offered by customers. Like the customers, some ideas are naturally not as good as others. The chaff must be separated from the wheat. Still, it is always good to listen to the buyer's remarks.

Read to Get Ideas

One very fruitful source of ideas exists in your reading. We know that you read your trade publications religiously and that you realize that they present ideas in abundance. But do you ever read the woman's pages in your daily newspaper? And do you ever look over the recipes issued by the public utility company's home-making staff? If not, we think you are missing valuable information.

The daily press often features recipes for the home-maker and while meats and vegetables are stressed to a greater extent than desserts or candy; nevertheless, one cannot afford to miss the ideas given on the

latter. Besides the daily newspapers, there are the many women's magazines having a culinary department in each issue. Ask Friend Wife to call your attention to these articles when candy is discussed.

It may be that the recipes appearing in home-making columns may not always be applicable to a retail shop. And, of course, all of the recipes given are expressed in terms of household measurements. Then too, some of the ingredients used in the home differ from the commercial products available to the retailer-manufacturer. For example, the corn syrup used in the home is a 'lighter' syrup containing more moisture than the common 43 degree Baume syrup with which confectioners are familiar. Quite likely, a few experimental batches may be required before a successful commercial batch can be made.

Formulae Enlarged

Recently, we saw a column entitled "Substitutes Fill in for Sugar in Candy Recipes" by Mary Meade. Miss Meade presented five simple candy recipes with the statement, "These simple candies require no sugar, but they'll exactly satisfy the craving for those extra sweets which add a lift to the day."

We are reprinting the recipes given by Miss Meade, through the courtesy of *The Chicago Tribune*. With these recipes, we are printing the formulae for larger sized batches, changing over from the household measures to the weight basis.

The basis of the household measurement system is the common measuring cup which holds 8 fluid ounces, one-fourth of a quart. The cup is divided into fractions for convenience and one cup is the equivalent of 16 tablespoons or 48 teaspoons. As you know, it is not possible to give an exact conversion table for ingredients from the volume to the weight basis. However, the

following approximations will serve as a guide, should you care to calculate similar recipes over to a "shop" formula.

One Measuring Cup with its Equivalent Weight.

Apricots (dried)	5 1/3 oz.
Butter	8
Molasses	12
Nut meats	4
Cereals	
Flaked	1
Puffed	1/2
Cocoa	3 1/2
Coconut (shredded)	3
Corn syrup	12
Cracker crumbs	3
Honey	12
Margarine	8
Peanuts	5 1/2
Raisins	5 1/2
Salt	8
Sugar	
Brown	4 1/2
Granulated	8
Powdered	5
Vanilla	8
Vinegar	8

Cereal Squares.

1 cup corn syrup	7 1/2 lbs.
1 tablespoon margarine	5 oz.
1 teaspoon vinegar	1 1/3 oz.
6 cups rice cereal	30 oz.
1/2 cup chopped nuts	20 oz.
1/2 cup chopped raisins	28 oz.

Cook the corn syrup to 242 degrees F. or until a little dropped into cold water forms a firm ball, stirring occasionally. Remove from the heat and add margarine and vinegar. Combine cereal, nuts, and raisins in shallow bowl. Pour the syrup over them, mixing well. Pack lightly into greased, shallow pan. Cool and cut into squares.

Molasses Puffs.

3/4 cup light corn syrup	5 1/2 lbs.
1/4 cup molasses	30 oz.

½ teaspoon salt	5/6 oz.
1 teaspoon vinegar	1 ½ oz.
2 tablespoons margarine ..	10 oz.
1 teaspoon vanilla	1 ½ oz.
6 cups puffed cereal	30 oz.
1 ½ cups Spanish peanuts ..	5 lbs.

Combine syrup, molasses, salt and vinegar in saucepan and cook until mixture reaches a temperature of 265 degrees F., or until a little forms a hard ball when dropped into cold water. Stir frequently while cooking to prevent burning. Remove from heat; add margarine and vanilla. Stir only enough to mix. Slowly pour the cooked syrup over the cereal which has been measured into a lightly greased bowl. Add peanuts and mix well. Form at once into small balls.

Chocolate Peanut Drops.

½ lb. sweet chocolate	5 lbs.
1 oz. unsweetened chocolate ..	10 oz.
2 ½ cups corn flakes	26 oz.
½ cup chopped peanuts	28 oz.

Melt two kinds of chocolate together over hot water. Stir cereal and nuts in gently. Be sure they are thoroughly covered with chocolate. Drop by spoonfuls onto waxed paper. Place in refrigerator until chocolate is set. Store in cool place.

Apricot Coconut Balls.

¾ cup dried apricots	5 lbs.
½ cup nuts	2 ½ lbs.
¾ cup coconut	2 ½ lbs.
1 teaspoon grated orange rind	3 ½ oz.
1 teaspoon grated lemon rind	3 ½ oz.
1 tablespoon lemon juice ..	3 ½ oz.

Put apricots, nuts and coconut through food chopper or chop very fine. Combine with remaining ingredients, mixing well. Shape into small balls and roll in ground nuts, if desired.

Chocolate Graham Cracker Candy.

2 oz. unsweetened chocolate	1 lb.
15 oz. sweetened condensed milk	7 ½ lbs.
½ teaspoon vanilla	½ oz.
1 ¼ cups fine graham cracker crumbs	30 oz.
1 cup finely chopped nuts	2 lbs.

Melt chocolate over hot water. Add condensed milk and cook, stirring constantly, until mixture thickens, 5 to 10 minutes. Add vanilla, cracker crumbs, and half the nuts. Sprinkle half the remaining nuts in an 8 inch square greased pan. Spread chocolate mixture over nuts, using a knife that has been dipped in hot water. Press remaining nuts into top of candy. Let stand overnight. Cut into squares.

"PLEASE PASS THE CANDY"

By ADELAIDE WONSETLER

Staff, *The Manufacturing Confectioner*

Here's an interesting idea for the use of candy—and one that might be adopted by other organizations, large and small.

At Parents' Institute, candy is passed to each member of the staff during the mid-afternoon rest period. We were in the office of Mrs. Barbara Anderson recently when a smiling-faced young chap went from desk to desk and invitingly tipped up a gay basket heaped with assorted wrapped candy kisses.

Parents' Institute, publishers of *Parents' Magazine*, *Calling All Girls*, *So You're Going to Have a Baby*, *Baby Care Manual* and *True Comics*, employs a staff of about three hundred people. The practice had been to have cold milk and cold fruit drinks prepared and passed by several young employees during the mid-afternoon relaxation time. Last fall when the help situation became more acute this plan had to be discontinued. After searching about for something that would require less preparation, it was decided to try serving candy.

The original order was placed with Loft's for wrapped, assorted flavor sour balls and the amount required was figured at about 15 pounds weekly.

When candy had been served for a month a poll of all the employees was taken to determine whether or not the idea was a popular one. That the answer was favorable can be judged when we learned that the amount of candy purchased has increased from the original order of 15 pounds to about 50 pounds each week.

After serving sour balls for a while a switch was made to Loft's Hugs and Kisses and the suggestion has now been made that they alternate between the two types of candy.

Various members of the staff agreed that they looked forward to the candy each day; that it was a good pick-up, enjoyed at all times but especially welcomed if they had a hurried or skimpy luncheon.

Mrs. Dorothy Dolan, personnel manager, was most enthusiastic about the idea. She termed it an excellent morale builder. Mrs. Dolan said that another proof that candy is very popular in their organization was demonstrated when a new candy vending machine was installed one afternoon recently, fully stocked and was then found completely empty in a very little while.

Peanut Pinwheel

A new, tempting dessert, one of the ingredients of which is peanut brittle, is attractively portrayed in the Woman's Home Companion, July 1945 issue. Through the courtesy of the Woman's Home Companion, we are presenting the recipe with two thoughts in mind. First, your family may like to try this new summertime dessert and secondly, you may perhaps see the time when additional outlets for candy may be desirable.

Peanut Pinwheel

Lady fingers, 2 dozen
Prepared vanilla pudding,
1 package
Milk, 3 cups
Peanut brittle, finely crushed,
¾ cup.

Line sides of shallow serving dish (1 ½ quarts) with the lady fingers, split and cut to fit height of dish. Prepare pudding as directed on package using 3 cups milk; add peanut brittle. Arrange alternate layers of the remaining split lady fingers and hot pudding in serving dish, having thin layer of pudding on top. Cool at room temperature for about one hour, then chill in refrigerator overnight. Garnish with coarsely crushed peanut brittle. Makes 8 servings.

Manufacturer Gets Into Retail

The Miller & Hollis Company of Boston, heretofore wholesale manufacturers of chocolates, has entered the retail field in Boston. Operating under the name of Haviland, the company has one store on Congress Street and has another nearing completion in the Statler Building.

Southern Salesmen Meet June 15-16

Members of the Southern Salesmen's Candy Club, meeting in convention at the Robert Fulton Hotel, June 15-16, elected M. B. Thornton, Jacksonville, Fla., broker as president; James P. Davlin, Tampa, Fla., vice-president; and H. G. Wilhite, Atlanta, Ga., secretary-treasurer (re-elected).

Mr. Thornton had served as vice-president of the organization last year and is widely known throughout the South. A former Jacksonville, Fla., jobber Mr. Thornton was one of the first presidents of the Southern Wholesale Confectioners Association, Inc., and always a leader in the jobbing industry. He liquidated his business several years ago and entered the brokerage business.

Mr. Davlin is now associated with the Peter Paul branch at Tampa, Fla., and for a number of years was traveling representative of prominent national manufacturers. He was one of the founders and first secretary of the Southern Salesmen's Candy Club, serving several terms in this capacity. Mr. Wilhite is associated with the R. S. Barclay Co., Atlanta brokers, and has served as secretary-treasurer for the club for several years.

Honor H. G. Wilhite

In order to show its appreciation to Mr. Wilhite for the splendid job he has done, the club voted to award him the Founders Cup, a loving cup given each year to the one who, in the opinion of the convention, has done the most for the club during the year.

The new president succeeds J. Reid Green, Atlanta, Ga., broker. Mr. Green presided at the two-session meeting held at the Robert Fulton Hotel in Atlanta. The meeting opened with an informal get-together on Friday evening, June 15. But the first session of the conclave was held at 10 o'clock Saturday morning. President Green called the meeting to order and addressed it briefly in appreciation of the cooperation which the membership had given him as head of the group during the year.

Following a report of the Secretary-Treasurer, the meeting was addressed by Earl Mauldin, Southern Editor of Food Industries, with headquarters in Atlanta. Mr. Mauldin spoke on the subject of cooperation and emphasized the need for cooperation first with your firm, second with your competitor, and third with your customer.

Another speaker at the morning session was C. M. McMillan, secretary of the Southern Wholesale Confectioners Association, Inc. Mr. McMillan reviewed the recent meeting of the Board of Directors of his organization held in Chicago and also spoke on the Council on Candy Drive. He complimented the traveling men on the large number who contributed to the Council on Candy last year. According to his statement, 89 traveling men in the South made some contribution to the Council on Candy last year, compared with 55 manufacturers and 215 jobbers.

Concluding his talk, Mr. McMillan paid tribute to the members of the Southern Salesmen's candy Club as a whole because of their cooperation in the work of improving the jobbing industry, and their cooperation with the S. W. C. A. He introduced R. S. Barclay and H. S. Stevenson, Atlanta brokers, who were recipients of the Winchester Trophy, awarded by the S. W. C. A. Board to the individual who had done the most for the

Association during the year. Mr. Barclay was awarded the trophy in July, 1944, and Mr. Stevenson in 1945.

Panel Discussion Held

The members of the club were then guests of the organization at a luncheon, and the afternoon session heard brief talks by a number of traveling men on subjects of interest to the whole group. Among them M. W. Wallace of Decatur, Ga., spoke on selective distribution; Chet Warner, Atlanta, Ga., who conducted a round table on Detail men after the war; R. L. Hodges of New Orleans, La., who spoke on trend in types of merchandise in the post war.

Reports of the various committees were then given, including the Resolutions Committee, composed of H. S. Stevenson, J. Walter Wright, and T. H. Hubert; the Founders Cup Committee, headed by R. L. Hodges; and the Auditing Committee, headed by O. J. McLane. Nominations from the floor were then heard and the new officers elected by unanimous vote. The new president was prevented from attending the meeting due to his just having been released from the hospital, but those present pledged loyal support to the new administration.

Among the other action taken by the organization was the voting to purchase service pins for the past presidents of the Association and the extension of honorary lifetime membership to C. M. McMillan, secretary of the S. W. C. A. Approximately 25 members of the organization were present for the convention.

General Class Rate Investigation

On May 15th the Interstate Commerce Commission made a decision in the case (I. C. C. Docket No. 28300) which has been pending since 1939. In the decision, which is mimeographed on legal sheets, covering some 300 pages the carriers are given 90 days to indicate whether they will undertake to submit a *uniform freight classification for the entire country*.

All class rates under investigation (which were all rates east of the Rocky Mountains) the Commission found unreasonable and some were decided as unduly prejudicial.

As a temporary measure of relief, and for a period until uniform classification is established, all of the present class rates in and between southern, western trunk line, and southwestern territories and between those territories on the one hand, and the eastern official territory on the other, are required to be *reduced 10%*.

All of the present class rates within official (eastern) territory are required to be *increased 10%*. The minimum charge per shipment will be increased from 55c to 75c. These charges are to become effective August 30th, 1945.

There is an opinion among many railroad men and shippers that the Commission in their decision has brought out into action the struggle of the south and west for freight parity and that before the termination of these proceedings the Railroads and the Shippers will have much to say in the ultimate establishment of a uniform freight classification. (Report From Eastern Traffic Bureau, Inc., submitted by William C. Kimberly, Secretary, Association of Manufacturers of Chocolate and Confectionery, New York.)

California Retail Outlets

The California State Board of Equalization has compiled statistics which show the effect of the war on a number of retail outlets. A retail outlet in this study is defined as any unit—retail, wholesale, service, or manufacturing—that sells tangible property at retail.

The accompanying table shows a partial list of retail outlets operating in California on July 31, 1941; July 31, 1943; and November 30, 1944; retail outlets handling confectionery products. The increase or decrease of retail outlets is a matter of importance to sales managers of candy companies interested in extending their sales for the post-war period ahead.

Some Retail Outlets in California

Kind of Business	Total number of outlets			% change July 31, 1941 to Nov. 30, 1944
	July 31, 1941	July 31, 1943	Nov. 30, 1944	
Books--periodicals	1,515	1,599	1,724	+13.8
Variety stores	2,578	2,607	2,664	+3.3
Grocery	20,011	16,904	17,467	-12.7
Restaurants	28,163	22,511	25,039	-11.1
Department stores	4,103	3,590	3,772	-8.1
Service stations	30,380	23,862	26,891	-11.5
Office and school supplies	2,582	2,185	2,368	-8.3
Confectionery	3,666	3,463	3,785	+3.2
Gifts and novelties	2,759	2,398	3,036	+10.0
Dairy products	2,137	1,810	1,653	-22.6
Bakeries	1,168	1,019	931	-20.3
Tobacco	3,141	2,733	2,728	-13.1
Drug stores	4,167	3,890	3,871	-7.1

The full effect of the war in reducing the number of retail outlets was not felt in California until July, 1943, when there were nearly 34,000 fewer establishments than there had been two years earlier. But during the last 18 months the total number of retail outlets in California has increased—at the rate of about 50 a month at first, rapidly accelerating to 3,564 for the month of October, 1944.

It is notable that grocery stores, restaurants, and service stations, although they remain below the 1941 level, have made substantial gains from their lows of 1943. These are fields which account for a large proportion of the total number of outlets.

Government plans for the post-war period include the stimulation of demand for goods which will start rolling the various cogs in the mighty machinery of production, distribution, and consumption. With the swing-over of facilities to production of civilian goods, a mammoth manufacturing outlet is to be expected. Indications are that distribution outlets will be expanded also—in order to take up the slack caused by the war and to accommodate the expected increases.

The coming period will offer a real challenge to both the established retailer and the entrepreneur. Many war veterans will probably take advantage of the liberal loan provisions of the GI Bill and enter the retail field. War savings will permit others to start their long-considered undertakings.

The California State Board of Equalization has taken an important step in making available the results of its study. For those who have in mind this area for location or expansion of retail activities, these data may prove to be of practical assistance.

Based on "Retail Outlets Stage Comeback," by Walter E. Elieson, Commercial Agent, Los Angeles District Office, from *Domestic Commerce*, Vol. 33, No. 6 (June 1945).

National Candy Company Reorganizes Chicago Plants

Mr. Z. E. Vose, vice president of National Candy Co., Inc., St. Louis, has announced that its two

Chicago factories, the Veribrite Factory and Pan Confections, under separate management in the past, have been recently placed under one Chicago Division organizations. Mr. E. R. Wood, formerly manager of the company's Pan Confection factory, has been appointed Division Manager and Mr. W. M. Cribbs, formerly manager of the Veribrite factory has been appointed General Manager. No change in sales policy or in pro-

ducts manufactured by the two factories will be made as a result of the organizational change.

Mr. John D. Hamilton, president of the Hamilton Candy Company announces that his plant is back in full production at a new location, 617 E. 25th Street, Tacoma, Washington. The Hamilton plant was destroyed by fire last February. This firm produces hand-rolled, hand-dipped, chocolate creams and hand-dipped caramels and nougats as well as a "Buck Private" bar for Army and Navy orders. . . . Fred W. Amend Co., makers of Chuckles" and other candy brands, has appointed Henri, Hurst & McDonald, Inc., Chicago, to handle its advertising as of August 1, according to an announcement by Mr. Fred W. Amend, president.

Banner attendance at the Milwaukee dinner rally of the NCA Council on Candy was reported. Over 160 manufacturers and jobbers assembled for the meeting. The story of the work being done by the Council was presented.

A two-page spread advertisement for *Ladies Home Journal* magazine in *Food Field Reporter* illustrates an article on a wedding breakfast for the June bride as the copy for the advertisement. The article is by Miss Ann Batchelder of the *Journal*. The buffet breakfast illustrated consisted of dishes available in this meat shortage and was topped off with dishes of mints and bon bons.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus avail-ing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "pre-scriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

Assorted Gums, Jellies, and Marshmallows

CODE 7A45

Marshmallows—12 oz.—35c
(Purchased at a fruit stand,
Chicago, Ill.)

Appearance of Package: Good. Cellulose bag, printed in red and white.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: The best marshmallow of this kind that the Clinic has examined this year.

CODE 7B45

Sugared Gum Drops—1½ ozs.—5c
(Purchased in a cigar store,
Chicago, Ill.)

Appearance of Package: Good. White board tray, cellulose wrapper, printed in green and white.
Colors: Good.
Texture: Good.
Flavors: Fair.
Remarks: Suggest a better grade of flavors be used. A very well made gum drop.

CODE 7C45

Assorted Jellies—2 ozs.—5c
(Purchased in a cigar store,
Chicago, Ill.)

Appearance of Package: Good. White board tray, cellulose wrapper printed in green and white.
Colors: Good.
Texture: Good.
Flavors: Good.
Remarks: Suggest grape flavored piece be left out of the package. Piece is more like a gum drop than a jelly.

CODE 7D45

Spearmint Leaves—1¼ ozs.—5c
(Purchased at a cigar stand,
New York City)

Appearance of Package: Good.
Box: Folding, printed in green & white. Piece is a spearmint flavored gum.
Color: Good.
Texture: Too tough.
Flavor: Good.
Remarks: Suggest formula be checked as piece is more like chewing gum than a gum.

CODE 7E45

Assorted Jellies—1 lb.—70c
(Purchased in a store,
Ntw York City)

Sold in Bulk
Colors: Good.
Texture: Good.
Flavors: Fair.
Remarks: Suggest better flavors be used, as 70c the pound is a high price for this type of candy.

CODE 7F45

**Malted Kernel Marshmallows
—1 lb.—19c**
(Purchased in a store,
Lancaster, Pa.)

Appearance of Package: Good. Cellulose bag printed in red and blue. Marshmallows looked like toasted coconut marshmallows.
Malted Kernels: Good.
Marshmallow:
Color: Good.
Texture: Good.
Taste: Good:
Remarks: The best marshmallow of

its kind that the Clinic has examined this year.

CODE 7G45

Assorted Opera Drops—4¾ ozs.—10c

(Purchased in a railroad depot,
Chicago, Ill.)

Appearance of Package: Good.
Wrapper: Cellulose bag, printed paper clip on top.
Colors: Good.
Texture: Good.
Flavors: Good, for this priced candy.
Remarks: The best spiced opera drops that the Clinic has examined this year. Well made and neatly put up.

CODE 7H45

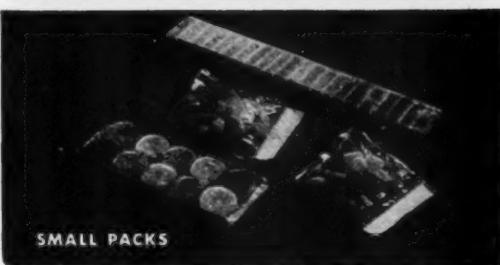
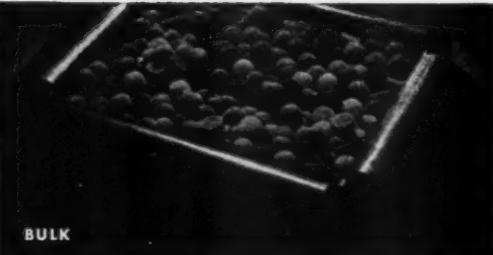
Assorted Jujubes—1 oz.—5c
(Purchased in a railroad depot,
Chicago, Ill.)

Appearance of Package:
Box: Folding, printed in red and blue.
Colors: Good.
Texture: Good.
Flavors: Good.
Remarks: The best jujubes that the Clinic has examined in a long time. Very well made and well finished.

CODE 7I45

**Chocolate Covered Marshmallow
Bar—1¼ ozs.—5c**
(Purchased in a drug store,
Chicago, Ill.)

Appearance of Bar: Good.
Size: Small.
Wrapper: Glassine, printed in blue.
Coating: Dark: Fair.
Marshmallow Center:
Color: Good.



The Finest Jelly Candies ARE MADE WITH EXCHANGE CITRUS PECTIN

They're tender, brilliantly clear, never gummy, carry more flavor, stay fresh longer. They're ideal for "bulk packing" and equally at home in the finest fancy packs.

Give anyone a piece of Exchange Pectin Jelly Candy and he always wants more. When your salesman samples it to consumers in a store, *the retailer buys*. Exchange Citrus Pectin Candy, made cast or slab, sets and is ready for "sanding" in a few hours. Cuts production cost. Packs easily in bulk.

With Exchange perfected formulas, you can be sure of a good batch every time and good profits.



CALIFORNIA FRUIT GROWERS EXCHANGE

Products Department: Ontario, California
189 W. Madison Street, Chicago 2 • 99 Hudson Street, New York 13
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**"WE'RE HEADING FOR THE
"TOP QUALITY CHOCOLATE COMPANY."
THEY USE SOLVAY POTASSIUM
CARBONATES."**



*Control the QUALITY and PURITY
of your chocolate and cocoa with*

**SOLVAY High Grade
POTASSIUM
CARBONATES**



Available in:

CALCINED 99-100%

HYDRATED 83-85%

LIQUID 47%

SOLVAY SALES CORPORATION

Alkalies and Chemical Products Manufactured by
The Solvay Process Company

40 RECTOR STREET

NEW YORK 6, N. Y.

Branch Sales Offices: Boston • Charlotte • Chicago • Cincinnati • Cleveland • Detroit

New Orleans • New York • Philadelphia • Pittsburgh • St. Louis • Syracuse

Texture: Slightly tough.

Taste: Fair.

Remarks: Coating is not up to the standard used on good 5c bars.

CODE 7J45

Gum Prune Bar—2 oz.—5c

(Purchased at a news stand,
Chicago; Ill.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Cellulose, printed in orange
and lavender.

Color: Fair.

Texture: Tough.

Taste: Fair.

Remarks: Not a good eating bar,
tough and lacked flavor. Suggest a
good orange or lemon flavor be added.

CODE 7K45

Spiced Jelly Drops—1 lb.—19c

Appearance of Package: Good.

Wrapper: Cellulose bag, printed in
red, white and blue.

Colors: Good.

Texture: Good.

Flavors: Fair.

Remarks: One of the best spiced drops
that the Clinic has examined this year.
Cheaply priced at 19c the pound.

CODE 7L45

Assorted Jellies—2 1/4 ozs.—5c

(Purchased in a drug store,
Milwaukee, Wis.)

Appearance of Package: Good.

Wrapper: Chip board tray, cellulose
wrapper, printed in red and green.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: The best 5c package of this
kind that the Clinic has examined
this year.

CODE 7M45

Coated Marshmallow Bar

—1 1/2 ozs.—5c

(Purchased in a railroad depot,
Chicago, Ill.)

Appearance of Bar: Good.

Wrapper: Glassine, printed in red,
white and blue.

Coating: Dark: Fair.

Center:

Color: Good.

Texture: Very tough.

Remarks: The toughest marshmallow
bar that the Clinic has examined in
a long time. Very cheap tasting
coating.

CODE 7N45

Coated Marshmallow Bar

—2 1/2 ozs.—5c

(Purchased in a 5c and 10c store,
Chicago, Ill.)

Appearance of Bar: Good.

Wrapper: Glassine, printed in brown
and yellow.

Size: Good.

Coating: Light: Fair.

Center:

Color: Fair.

Texture: Good.

Taste: Fair.

Remarks: Coating is not up to the
standard used on good 5c bars.

CODE 7P45

Chocolate Covered Coconut Bar

—1 1/2 ozs.—5c

(Purchased in a candy store,
Chicago, Ill.)

Appearance of Bar: Fair.

Size: Good.

Wrapper: Glassine, printed in orange
and black.

Coating: Dark: Poor.

Center:

Color: Fair.

Texture: Hard and dry.

Taste: Bad.

Remarks: Very cheap coating. Center
needs checking up as it was not fit
to eat.

Foreign Candy Invasion

In the face of steadily shortening
sugar supplies for the American
food processing industries, imports
of foreign-made candy are increasing
by leaps and bounds, Philip P. Gott,

(Please turn to page 30)

Peacocks Walk Handily

And the Stange organization is proud of the food colorings they have made for the last 25 years. The name Peacock on a food or beverage coloring means uniformity, purity, greater eye appeal, and a greater chance for initial sales.

The Stange color department is a precision production department. Accuracy and carefulness are cardinal principles, and for this reason Stange has been a leader for over 25 years in producing colorings for the food industry. The word "Certified" spells purity in capital letters for your customers' protection.

Get Peacock Brand Certified Food Colors from your nearby jobber or supply house. Or if you have a color blending problem, the Stange research staff will gladly give you all the help you need.

Stange's

Peacock Brand
Certified
Food Colors

Wm. J. Stange Co.
2539 W. MONROE ST. • CHICAGO 12, ILL.

**Fluff Dried Albumen is working
for Victory, too!**

Right now, there just isn't enough Swift's Brookfield Dried Albumen to go around. The urgent need of our armed forces for shell, dried and frozen eggs comes first. But there's a great day ahead when you'll be able to have all you need of this fine Swift product. So keep on remembering how Swift's Brookfield Dried Albumen retains the bland natural flavor of select whites. And keep in touch with your Swift Salesman or nearest Swift Branch to get your share whenever it is available.

Pierce Replaces Stayton of Walter Baker

Lucian E. Pierce has been appointed manager of the Philadelphia Office of the Bulk Sales Division of the

Walter Baker Company, Incorporated, it was announced by H. O. Frye, president.

Mr. Pierce takes over the responsibilities of the late Mr. S. H. Stayton, who for the last ten years ably served Walter Baker Bulk customers in the Philadelphia area.

For the past five years Mr. Pierce has been associated with the Chicago Bulk Sales Office. Prior to his association with Walter Baker, Mr. Pierce's experience had been entirely with the confectionery, ice cream, and baking industries in the middle and southwestern United States.

Increased Production of Cocoa Beans

Members of the Special Committee of the New York Cocoa Exchange, Inc., recently appointed to inquire into and study ways and means of encouraging production of cocoa beans throughout the world and especially in the Western Hemisphere, report that the rehabilitation of the Cocoa Industry in Trinidad, B. W. I. is progressing, and the number of applications for Government cut-



tings of high yielding strains already exhausts stocks available at Propagation Stations. Recent years have shown a decided decline in the production of Trinidad Cocoa, but with the assistance and co-operation of the local Government, Trinidadians are hoping that production will increase and thus allow them to retain their place as producers of one of the finest grades of Flavor Grade Cocoa Beans.

Production Club Guests of Clinton Co.

On June 22, 23 and 24, 23 members of the Candy Production Club of Chicago motored to Clinton, Iowa, where they were guests of the Clinton Company at the houseboat "The Idler". The trip to Clinton is an annual activity, sponsored by the Clinton Company. An equal number of the company joined the Production Club members and paired up with them for golf and a general good time. One of the feature attractions was a Saturday night dinner where the main meat course consisted of large portions of Mississippi River "Channel Cat-Fish". A golf tournament was held on Sunday morning between members of the Club and the Clinton Company. All of the members of the Club pronounced it one of the most enjoyable and entertaining trips they have ever made to Clinton.

• E. E. Stewart, vice president of National Dairy Products Corporation in charge of milk and ice cream divisions in Illinois, Wisconsin, Missouri, Nebraska, Tennessee, Kentucky, and southwestern Ohio, has been elected a director of National Dairy, it was announced recently by L. A. Van Bommel, president. He succeeds H. C. Horneman, president of Sugar Creek Creamery Company, who has resigned.

All Fruit Flavors

To meet your most exacting Candy requirements, we have at Lueders a complete line of both natural and imitation fruit flavors.



Pure Natural Citrus flavors—orange and lime.

Concentrated Imitation Essences of fruits such as

Grape
Loganberry
Pear
Peach

Non-alcoholic Concentrated Imitation Flavors for fondant and hard candy in:

Banana
Cherry
Pineapple
Raspberry
Strawberry
Wild Cherry

Write for Catalog.

Established 1885

**George
Lueders
& Co.**

427-29 Washington Street
New York 13

CHICAGO SAN FRANCISCO
510 N. Dearborn Street 56 Main Street
MONTREAL, CANADA, 361 Place Royale
Repr. in Philadelphia and St. Louis
Los Angeles and Toronto

JOHN T. BOND & SON

•
**CONFETIONERY BROKERS
OF THE PACIFIC COAST**
•

637 South Wilton Place Los Angeles 5, California

We are now celebrating our 25th year in the
Candy and Food Business.

Resident Men Located in Washington, Oregon and
Northern California

Foreign Candy Invasion

(Continued from page 28)

president of the National Confectioners' Association, revealed. Simultaneously Mr. Gott commended the United States Department of Commerce for again making available important industry statistics which had been withheld during the war in Europe.



"Cuba's shipments of candy to the United States, as just made known by the Department, totalled 626,000 pounds in 1941, 31,643,000 pounds in 1944, or a 4950 percent increase, and 17,220,000 pounds in the first quarter of 1945, at the rate of almost 11,000 percent increase over 1941," Mr. Gott said.

"Argentina's shipments to our country leaped from 4,000 pounds in 1941 to 3,511,000 pounds in 1944, an increase of 87,675 percent, and 1,157,000 in January-March, 1945, or at the rate of 115,600 percent advance over 1941. Mexican candy also was pouring into the United States until an embargo cut shipments from 10,423,000 pounds in 1943 to 3,557,000 in 1944 and 470,000 in the opening quarter of 1945. Canada's candy exports to the United States, although smaller than those from Cuba and Argentina, increased in similar proportions, from 42,000 pounds in 1941 to 612,000 in 1944 and 235,000 in January-March."

RESEARCH AT YOUR COMMAND

Your time is valuable. Regulations, news events, crop reports, world statistics are studied thoroughly at Dyer's. To learn not only what happens but why and what it means to you from a sugar standpoint, have Dyer as a broker.



B. W. DYER & COMPANY

120 Wall Street, New York 5, N. Y., Phone WH 4-8800

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GLACE FRUITS

for Candies

**CITRON, LEMON & ORANGE PEELS
DICED MIXED FRUITS**

Candied
ORANGE & GRAPEFRUIT PASTE

for Centers

CITRUS FRUIT SPECIALTIES CO.

187 Lewis St.

New York 9, N. Y.

Confections, Inc., Chicago makers of "Snacks," a caramel corn, has acquired a popcorn processing plant in Red Oak, Iowa, and has placed enlarged contracts with Iowa farmers for popcorn production this year. . . . **Cowans, Ltd.**, Bridgeton, Scotland, continued to produce chocolate goods during the war with Germany, as well as small component parts for aircraft manufacturers. . . . Walter R. Guild, managing director of the **New England Manufacturing Confectioners Association**, was elected president of the Boston Trade Association Executives on June 11.

The board of directors of **Curtiss Candy Company**, Chicago, has declared the regular quarterly dividend of \$1.12½ per share on the preferred stock of the Company. . . . Mr. Wellington M. Cramer, Co., president of **Gum Products, Inc.**, Boston, has announced the adoption of a pension and death-benefit plan to provide retirement benefits for all eligible employees of the company and financial protection for their families in the event of death. In the case of employees in the armed forces, such military service will count as full-time employment.

Mr. William H. Walters, U. S. Printing & Lithographing Company, has been elected by the Lithographic Technical Foundation, New York, as secretary and director, succeeding William Ottman of the same company. Mr. W. H. Wadewitz, president of Western Printing & Lithographing Company, has been re-elected president for the coming year.

Mr. Henry Lowenthal and Mr. Richard Schloss, wholesalers, were honored guests at a testimonial dinner given on June 21, by the **New York Candy Club**. The men have sold their old-established con-

cern after 40 years in the wholesale business. Representative delegations from the **National Confectionery Salesmen's Association** and the **Association of Manufacturers of Confectionery and Chocolate of New York** attended the dinner meeting. . . . **Gum Products, Inc.**, Boston, has released an extensive car card advertising campaign throughout the eastern part of the U. S.

Mr. Nathan Cummings, president of Sprague Warner-Kenny Corporation, has acquired control of Reid, Murdoch & Co., wholesale grocery concern in Chicago. The new concern will be known as Consolidated Grocers Corporations. . . . Mr. R. W. Lorenz of **Paul F. Beich Co.**, Bloomington, Ill., was honored recently by his associates in recognition of his completion of 25 years of service with the company. . . . **Peter Paul, Inc.**, Naugatuck, Conn., will open a candy manufacturing branch in Tampa, Florida, where they have recently purchased a building. Mr. Calvin K. Kazanjian is president of the firm which manufactures the famous "Mounds."

- The formation of News Associates, a news and publicity service devoted to the food field, was announced recently by Bob White, nationally known sales consultant for the food field. Paul O. Ridings has been named director of the service, White also announced. Ridings, a former Texas newspaperman and college journalism professor has resigned as director of public relations for McCann-Erickson, Inc., Minneapolis, to join the White organization.

- Frederick C. Renner, general manager of sales of **Monsanto Chemical Company's Organic Chemicals Division**, died of heart disease on June 26, following a long illness. He was 44 years old.

IT'S BACK AGAIN!

YOUR coffee-flavored products stay fresh longer and sell better when you use Barrington Hall Instant Coffee. The reason? The rancid oils which make coffee go stale have been removed from Barrington Hall. Write today for full details.

BAKER IMPORTING CO.

NEW YORK
30 Church St.

MINNEAPOLIS
212 N. Second St.

BARRINGTON HALL
INSTANT *Coffee*
100% PURE

ANOTHER FINE PRODUCT OF HYGRADE FOOD PRODUCTS CORP.

Research

Guaranteeing

Your

Satisfaction



Years of continuous research being conducted today even more vigorously than in the past, insure the high quality of Penford Corn Syrup, Confectioners C Starch, and Douglas Moulding Starch.

Today, P & F research is more important than ever before as corn syrups take an increasing part in candy production.

P & F research makes progress!

PENICK & FORD Ltd.
Inc.

20 Lexington Avenue, New York 17, N. Y.

Factory - Cedar Rapids, Iowa

TRUTASTE FLAVORS - These IMITATIONS RIVAL NATURE'S
 Zestful, Tangy **CHERRY**
 Full-Bodied, Rich **GRAPE**
 Luscious **STRAWBERRY**
 Tantalizing **RASPBERRY**

NEUMANN • BUSLEE & WOLFE
INC.

224-230 W. HURON ST.

CHICAGO 10, ILLINOIS

CONFECTIONER'S BRIEFS

Fairheller Joins Steven's Staff

Mr. Edgar C. Fairheller has resigned, effective July 1, 1945, as an executive of Wilbur-Suchard Chocolate Company, Inc., Lititz, Pennsylvania. Mr. Fairheller held the position of vice president in charge of production, was also secretary of the Corporation, and a director.

Mr. Fairheller has become associated with Steven Candy Kitchens, Inc., Chicago, Illinois.

Mr. Fairheller began his term of employment with Wilbur-Suchard in 1928, at which time he was engaged as assistant to the treasurer. In 1933 he was elected secretary and treasurer, and in 1937 he was elected vice president in charge of production, and director.

He has had a wide variety of experience in the chocolate industry. Having graduated from the University of Pennsylvania in Accounts and Finance in 1925, he was first engaged in standardizing and reorga-



nizing the accounting procedure, and subsequently factory operations. In 1937 he was made vice president in charge of sales, and for three years charted the course in sales procedure, promotion, merchandising, and advertising. He created several new items, particularly the Suchard Chocolate package.

Flash Fire Destroys Ohio Candy Plant

On Tuesday, June 19, a flash fire, caused by a short circuited meter box, roared through the plant of the Great Buckeye Candy Company, Akron, Ohio, and destroyed most of the machinery, equipment, materials and supplies. This firm manufactured a candy product called "Bullets." The announcement of the disaster was made by Mr. C. Frederic Bahr, president.

Pool Freight Car Shipments of Candy

In another part of this issue of *The Manufacturing Confectioner*, Mr. William Kimberly (secretary of the Association of Manufacturers of Confectionery and Chocolate, New York City, discusses a plan for lowered freight rates. Just before going to press, the following notice was received from Mr. Joseph I. Carney, Traffic Consultant for the above organization. It was sent by Mr. Kimberly:

Said Mr. Carney: "Confirming our conversation of June 26, 1945, please be advised that ALL Active members of the Association of Manufacturers of Confectionery and Chocolate are invited to participate in the pool cars which we operate throughout the country."

CANDY TIED WITH
Ribbons
 Means More Sales
 Satin & Meshline
 Patriotic and Novelty Ribbons
 Rib-O-Nit
 Ready-Made Bows & Rosettes
 Largest Stock in the Middle West.
R.C.TAFT CO.
 429 W. RANDOLPH CHICAGO 6, ILL.

Read The Manufacturing Confectioner

Monthly, up-to-date, information for the candy maker.

2 yrs. \$5.00 — 1 yr. \$3.00

Write:

The Manufacturing
 Confectioner
 400 W. Madison St., Chicago 6, Ill.

JOHNSON'S

Since 1877
Quality Supplies
 for
Candy Craftsmen

Importers — Distributors
 Manufacturers

H. A. JOHNSON CO.
 221 State St. 28 N. Moore St.
 Boston 9, Mass. New York 13, N. Y.

The Barager-Webster Co., Eau Claire, Wis., has changed its corporate name to Webster Candies, Inc. The company will continue to operate under the ownership of Raymond B. Webster and A. I. Fagerlie as principal stockholders. . . . The Marle Candy Co., a new concern, is now established at its new factory and offices at 427 Second Avenue, New York City. This company packs and distributes domestic hard candy in jars to the wholesale confectionery trade. Mr. Benjamin Stone is president of the firm.

Mr. E. Wendell Brooks, Thinshell Candies, Inc., is recovering after a recent operation at Passavant Hospital, Chicago. . . . William Wrigley, Jr., Co., is renewing its radio program, "Service to the Front," a Tuesday evening broadcast, for 52 weeks. . . . An order has been issued by U. S. District Judge H. Church Ford, for the destruction of chocolate found to be impure when it was received by the Hunt Candy Company of Mt. Sterling, Ky. The chocolate came from a New Orleans firm. . . . Brown & Haley Candy Co., Tacoma, Wash., has begun sponsorship over seven stations of the NBC Pacific Coast network of a 15-minute program, "Cited for Valor."

Mr. Herman L. Hoops of Hawley & Hoops, New York, was the guest of honor at a recent surprise testimonial dinner given him at New York's Waldorf Astoria Hotel by the Atlantic Seaboard and Central Division salesmen of his firm in honor of the 70th anniversary of the founding of the Hawley & Hoops company. Mr. Ralph Brierley, sales manager of the firm, presented Mr. Hoops with a plaque bearing the facsimile signatures of the men attending the dinner.

The Pittsburgh Candy Club elected the following officers at their May meeting: W. C. Scott, president; E. L. Sander, vice president; D. Joseph Harter, secretary-treasurer; and Paul C. Udell, chairman of the board. . . . The Western Confectionery Salesmen's Association, Chicago, is planning to hold its 31st annual meeting on December 6, 7, and 8, 1945, if QDT regulations permit. . . . Mr. Edward F. Ebelein, candy manufacturer, succumbed to a brief illness recently at Lexington, N. C.

Mr. Albert J. Merker has been elected vice-president and general manager of Andes Candies, Inc., Chicago, according to Mr. Andrew G. Kanelos, president. Mr. Merker has been manager of Swift & Co.'s ice cream plant for the past five years.

EXPORT

We are exclusive representatives of American manufacturers for all parts of the World and have our agencies established. We are interested in adding a few more lines. We attend to all shipping formalities and pay cash here. Correspondence solicited.
References Irving Trust Co., Dun's.

TERMINAL EXPORT CO., INC.

420 Lexington Ave. (Graybar Bldg.) N. Y. 17, N. Y.

for July, 1945



FLAVORS

● Now available direct from California—our own brand of

OIL OF ORANGE U.S.P.

*Try it for
Real Orange Flavor!*

Also try our
IMITATION OIL OF LEMON
PURE ANISE EXTRACT
IMITATION OIL OF CASSIA

Insure the FULL RICH FLAVOR of your candies by the use of our CONCENTRATED flavors.

● Samples on request . . .

Write, phone or wire. Try us for quality, price, delivery, service. Let us quote on your needs. Coast trade: Contact O. D. Royer Co., 1340 East Sixth St., Los Angeles.

EDWARD REMUS & CO. Inc.

11 West 42nd Street • New York 18, N. Y.

CABLE ADDRESS: EDSUMER NEW YORK
TELEPHONE: CHudson 4438

FACTORY & WAREHOUSE
607 West 43rd Street
NEW YORK, N. Y.

WESTERN OFFICE
816 Delaware Street
KANSAS CITY, MO

Schimmel & Co., Inc.
601 WEST 26th STREET, NEW YORK 1, N. Y.

POST-WAR PLANNING for SMALL BUSINESS

Here's the good news for the returning veteran. The Government guarantees loans by bank, loan company, or friend, up to \$2,000 with RFC or SWPC approval. Only requirement is a project reasonably sure of success. Champion Processing Equipment more than guarantees success for the pecan industry.

A recent poll of U. S. troops shows some 300,000 soldiers planning to buy farms. It's these boys whom we believe should be encouraged to cultivate pecans on suitable, waste land. Now, as never before, we need new industry to provide jobs for those who have fought for their country.

Growing and processing pecans is a new and basically sound industry to fit into the post-war business life of our country.
H. A. WHIFF, Sr., Pres.—CHAMPION PECAN MACHINE CO.
CO-OPERATIVE PECAN SALES COMPANY, INC.
401, Augusta Street
San Antonio 2, Texas

SUPPLY TRADE NEWS

Fritzsche Elects Two New Executives

At a special meeting of Fritzsche Brothers, Inc. held at the company's New York offices on Tuesday, June 12th, the Board of Directors chose two of its younger executives for election to higher rank. Gus Wohlfort, Credit Manager, was appointed to the newly created office of Comptroller, while Daniel A. Neary was elevated to the position of Assistant Secretary, a post formerly held by the company's Vice-President-Secretary, John H. Montgomery, which has remained unfilled since the latter's present incumbency. In announcing the new appointments, President F. H. Leonhardt expressed satisfaction and high praise for the character and ability of both men. Mr. Wohlfort joined the ranks of Fritzsche Brothers, Inc., 20 years ago and is well known in credit circles of the essential oil and allied industries. Mr. Neary came with the firm in 1933.

Heavy Sugar Exports to Europe

Heavy exports of sugar, amounting to 1,500,000 tons of sugar are being shipped to Europe either from the U. S. or direct from Cuba. Pressure brought to bear on the government by U. S. industrial concerns, according to the Fuchs & Company, sugar bulletin, was undoubtedly the cause of the setting of the sugar quotas at 50% as it might have been lower otherwise. It will be absolutely impossible according to the Fuchs Co., to ship any sugar from the Philippines this year and not much in 1946. The president has been given the power, by congress, of reducing the sugar tariff from 75c to 37½c which may open the way to paying higher prices to Cuba.

- Corn Products Refining Company's plant at Argo, Ill., has received the National Safety Council's highest war time award for the third consecutive year, the council announced.
- John A. Patton and Associates, Chicago Management Engineers, have moved to their new location at 176 West Adams Street, Chicago.
- Mr. E. G. Buchanan, formerly associated with White-Stokes Company, Chicago, has resigned to join the **Walter Baker Company**'s Chicago office at 444 N. Shore Drive, Chicago. Mr. Buchanan was formerly manager of the company's service department.

MARASCHINO CHERRIES
CRUSHED FRUITS & FLAVORS
Velvet PRODUCTS
Glace Fruits
SODA FOUNTAIN FRUITS
The C. M. PITTS & SONS CO.
KEY HIGHWAY • BOYLE & HARVEY STS. • BALTIMORE 30, MD.

Use KO-KO-K, the perfect toasted Marshmallow Topping - by Van Brodé

It is also being used for dusting in slab work of peanut bars in place of and in conjunction with sugar.

Write for Samples and Prices.

VAN BRODE MILLING CO.

Clinton, Massachusetts



Puffed Wheat

Puffed Rice

Ri-Ko

Rice Flakes

Toasted Corn Flakes

- The American Maize-Products Company has announced the resignation of Dr. A. P. Hellwig who for the past ten years has been Manager of their Technical Service and Specialty Products Divisions.

- The U. S. Treasury Department just recently approved the employee's Profit-Sharing Plan of B. W. Dyer & Company, Sugar Economists & Brokers. Their formal plan was established during 1941—even before the Revenue Act of 1942, which officially recognized the social benefits of such plans.



Milprint was awarded the Army-Navy "E" recently. News item appeared in June issue of the "M.C." Left to right, are: Lt. Com. W. L. Biddle of the Navy, M. T. Heller, Milprint president, and Lt. Col. Millard F. Frohock, Army Air Force.

Monsanto Announces Two Promotions

- Appointment of Dr. Earl W. Gluesenkamp and Dr. James H. Lum as assistant directors of research of **Monsanto Chemical Company**'s Central Research Laboratories, Dayton, Ohio, was announced recently by Dr. Carroll A. Hochwalt, central research director of the company. Dr. Gluesenkamp, formerly group leader in charge of synthetic detergent investigations, was placed in charge of all organic chemistry research groups, while the responsibilities of Dr. Lum, director of two war research projects, were extended to include all inorganic chemistry research, physical chemistry research and physics research.

- Marvin E. Brown, manager of the export department since 1942, has been named a vice president of General Foods Sales Company, Inc., William M. Robbins, president, has announced. Mr. Brown has been associated with the company since 1919.

Distinctive—Economical



The most precious essence of the Mexican Vanilla bean skillfully blended into amazingly concentrated PREZANILLA to give extra, effective, flavor goodness and aroma. Prezanilla has contributed so much flavor-distinction to so many outstanding candy products that you should be tempted to try it.

Samples and Prices Upon Request

IF YOUR JOBBER CAN'T SUPPLY YOU, ORDER DIRECT

Prestige Products Company

261 Fifth Avenue, New York 16, N. Y.

**HOOTON
DEPENDABLE
CHOCOLATE
COATINGS**

HOOTON CHOCOLATE COMPANY
NEWARK, NEW JERSEY • EST. 1897

Candy Merchandising

Candy Merchandising is a magazine devoted to the distribution problems of over 9,000 candy, drug, grocery and tobacco dealers as well as other large volume buyers of candy, listed below. These outlets sell 86% of all candy. *Candy Merchandising* is the ONLY magazine dedicated exclusively to the jobbers and volume buyers of candy. It is pocket sized and timed for the major buying periods, Fall, Winter, Spring and Summer.

**STREAMLINED
AND TIMED
TO REACH . . .**

**Jobbers
Syndicates
Food Distributors**

**All Types of Chains
Grocery Distributors
Large Retail Buyers
Army Post Exchange
Navy Post Exchange
Marine Post Exchange**



Candy Merchandising and its *Candy Buyers' Directory* (the candy industry's RED BOOK), guarantees you a coverage of 5,000 of the buyers listed below and 10,000 with its *Directory* issue. CCA figures available to prove this statement. The cost of a campaign in *Candy Merchandising* and *The Candy Buyers' Directory* is very low, only \$427.50 for a page in each of the four issues. Write now for rates and information.



GLYCERINE

...quickly available

Armour's 332 stock points mean fast, dependable service



**ARMOUR
AND
COMPANY**

1355 West 31st Street
Chicago 9, Illinois

LECITHIN HEADQUARTERS of AMERICA

**The Seal of
QUALITY PRODUCTS
AND SERVICE**

ROSS & ROWE INC.
75 VARICK STREET WRIGLEY BLDG.
NEW YORK N.Y. CHICAGO, ILL.
SOLE SELLING AGENTS FOR
AMERICAN LECITHIN COMPANY



Candy Equipment PREVIEW

JULY, 1945

**When You Buy
Belts . . . Buy**

BURRELL BELTS
for
GUARANTEED
PERFORMANCE

**Let the
TEN BURRELL STARS
Help You**

- * CRACK-LESS Glazed Enrober Belting
- * THIN-TEX CRACKLESS Glazed Belting
- * Innerwoven Conveyor Belting
- * Caramel Cutter Belts
- * Feed Table Belts (endless)
- * Batch Roller Belts (patented)
- * Caramel Cutter Boards
- * Cold Table Belts (endless)
- * Packaging Table Belts (Treated and Untreated)
- * White Glazed Enrober Belting (Double texture; Single texture; Aero-weight).

"Buy Performance"

BURRELL BELTING CO.

413 S. HERMITAGE AVE.

CHICAGO, ILLINOIS

A FEW TIPS FOR YOU!

Follow a few simple rules to prevent belting breakdowns: Keep belts under tension to prevent slipping; Keep pulleys and nosebars aligned and clean; Keep belts clean; Keep them running true to avoid stretching. Call the BURRELL BELTING COMPANY for repairs, belts and other suggestions.

HOW TO ORDER BELTS

Include exact length and width of belt. Measure length with a steel tape, with all take-ups in position to get minimum length. Be sure path of measuring tape is same as belt will travel. Give us complete information when ordering belts.

THE SECRET OF SUCCESS

Keep all parts of your production line in repair. Give the greatest of care to ordering your belts since they carry the candy through most of the manufacturing processes.

BURRELL BELTS FIT THE JOB

BURRELL Belts are made to fit their job. Give them a chance. They will last longer and speed your production.

Stainless Steel Equipment In the Candy Industry

By W. H. CHILDS



Stainless steel wire belting conveyors. Courtesy of the National Candy Company, St. Louis, Mo.

On the Front Cover

A view of part of one of the gum-making rooms of The Beech-Nut Packing Co. showing the chicle holding tanks on the left which are covered with stainless steel. The kettle at the end of the room is of stainless steel and the Baker-Perkins Mixers are stainless steel.

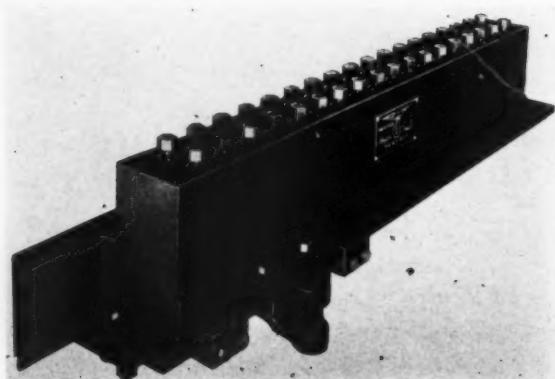
The effect of the war on the confectionery industry has been akin to that of other industries, altering the management to new developments and awakening ideas. New means of production, new methods with untried materials and ingredients have served to stimulate the thinking of all of us. Out of the war, will come much of lasting benefit to all types of industry. Many products, developed for war use, will be modified for peace-time usage. Other products, expanded enormously due to the war, will strive to maintain high production for the ensuing peace.

It has been said that we live in a Steel Age. Yet new competitors have arisen and while older ones have been reluctant to relinquish their places, aluminum and the lighter alloys will be more common in the future. Likewise, plastics have a brilliant future.

As a matter of record, the capacity of steel industry has grown to such an extent that it can now equal a year's aluminum output in four days. Magnesium output and plastics output are each about one-fifth the size of aluminum in tonnage.

And what about the old stand-by, copper? Most certainly, the equipment designers of the future can choose, from a variety of sources, the materials best suited for performing specific tasks. No single material will have its own way.

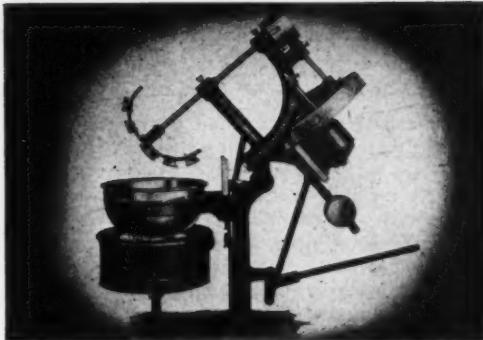
Aluminum, light alloys, bronze, copper, galvanized



"Hydro Seal" Pump Bar, courtesy National Equipment Company.
This Pump Bar is made of Stainless Steel.

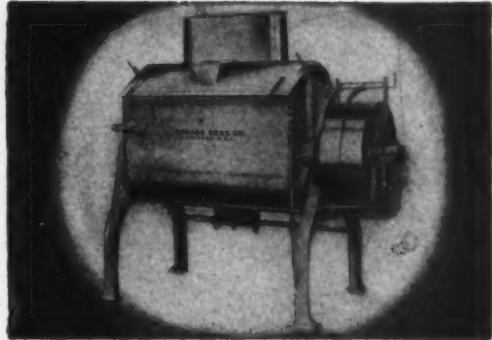
iron, glass, iron, plastic, steel, tin and wood all have application in the candy plant of the future. Platings must not be ignored and combinations are almost infinite; concrete and paper must not be ignored nor can natural or synthetic rubber. Even the synthetic fibers such as Nylon enter equipment planning. Such long-used materials as leather or canvas will find plenty of use. The machinery and equipment manufacturers in the future have a list of materials available for fabrication almost as long as a list of ingredients on a candy box label.

Stainless steel is a steel alloy and like all alloys, exists in many types, each type being developed for a specific purpose. Alloy steel production, has fluctuated widely over the past 35 years, first reaching the two million ton mark in 1918, going slightly over the four million ton mark in 1929, and reaching 13 million tons in 1943.



PORTRABLE FIRE MIXER. Exclusive break back feature. Reduces labor cost. Motor drive only. Gas or Coke furnace. Sizes 12, 17 and 20 gallon capacity.

**"Candy
Is
A
Fighting
Food!"**

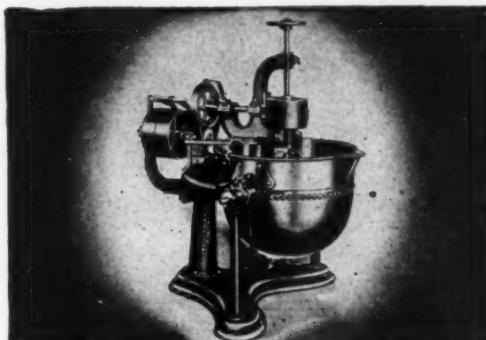


Below: OVAL TYPE MARSHMALLOW BEATERS. 100% sanitary. More beating space for volume. Faster heat discharge. Quick cooling. 150 and 200 pound sizes. Belt or motor drive.

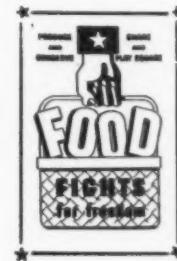
VICTORY FIRST--Then Savage Machines

"The revocation of Limitation Order L-292 which controlled the production and delivery of food-processing machinery, has been announced by WPB, in line with the national policy from June issue of stepping up the food program." This does not mean that orders for SAVAGE equipment can be filled immediately since we must still wait for the availability of raw materials from which to make the equipment before orders can be filled.

**BACK
THE
ATTACK**
**Buy
War Bonds**



TLTING MIXER. Adaptable for caramel, nougat and coco-nut batches. Double action agitator. Belt drive or motor drive. Sizes 25, 35 and 50 gallon.



SAVAGE is backing up our fighting men by maintaining the equipment, which carries the SAVAGE name, in tip-top condition so that the manufacture of "Candy, the fighting food", is not slowed down. SAVAGE maintains a service department, which is ready to help you keep your SAVAGE equipment running. Our equipment is built to take hard wear. Get longer service from these machines by keeping them in constant repair. There's hardly a plant in the industry which does not have some piece of SAVAGE equipment, giving faithful and efficient service.

SAVAGE has given almost a century of service to manufacturing confectioners. This long record of high-quality machinery production plus efficient repair service has made the name SAVAGE synonymous with candy machine quality.

Savage Machines Will Help Speed Your Production.

SAVAGE BROS. CO.
2638 GLADYS AVE., CHICAGO, ILLINOIS





Glen "340" Mixer (stainless Steel). 7½ H.P. motor for heater. 340 quart capacity kettle. Photo courtesy American Machine & Foundry Co., New York.

Naturally, the steel makers have sought new markets, and the list of fields in which the stainless alloy steels are finding a widening market is very long.

The stainless steel of interest to confectioners and food manufacturers is basically a grade containing 18% chromium and 8% nickel. With a carbon content of .08 and under, the type is designated as No. 304; while with a higher carbon content, .08 to .20, the type is No. 302. Both of these grades fabricate readily.

Two of the most rapidly growing fields for stainless steel in the pre-war years were in the food and chemical industries. In the food industries, its resistance to mineral and organic acids and salt water makes it particularly desirable. One of its greatest uses has been in the dairy industry.

In general, there are four main points worthy of consideration when choosing food plant equipment. These may be listed as: 1. Suitability; 2. Durability; 3. Sanitation; 4. Appearance. Let these factors govern your choice of equipment instead of making your purchases of equipment solely on a "cost basis."

Under "suitability," must be considered the factors of use to which the equipment will be subjected. Metallic contamination of foods is an important factor to consider. Certified colors are purchased by confectioners in several forms, paste, liquid or dry powder. To use the dry colors, it is necessary to make them either into the paste or liquid form. For this purpose, certain metals are not advised. Stainless steel or glass-lined equipment offers a suitable medium. Storage tanks for corn syrup, liquid sugar and chocolate liquor sometimes are offenders in allowing contamination. As it is not always easy to clean these storage tanks because of location or in-

Model B-2 Mixer, stainless steel, steam jacketed kettle. Agitators of 'Dairy Metal' or stainless steel. Courtesy of Savage Bros. Co.

adequacy of storage capacity, postponement occurs with the result that contamination increases. Stainless steel should be ideal for storage tanks.

Heat Transfer A Factor

Certain metals are used making cooking equipment because of their properties of heat transfer. It has always seemed feasible to use copper in candy plants because it is the best metal in common use to conduct heat. Heat conductivity₂ is the quantity of heat in calories-transmitted-per-second through a plate one centimeter thick across an area of one square centimeter when the temperature difference is one degree C. Heat conductivities of some common metals are:

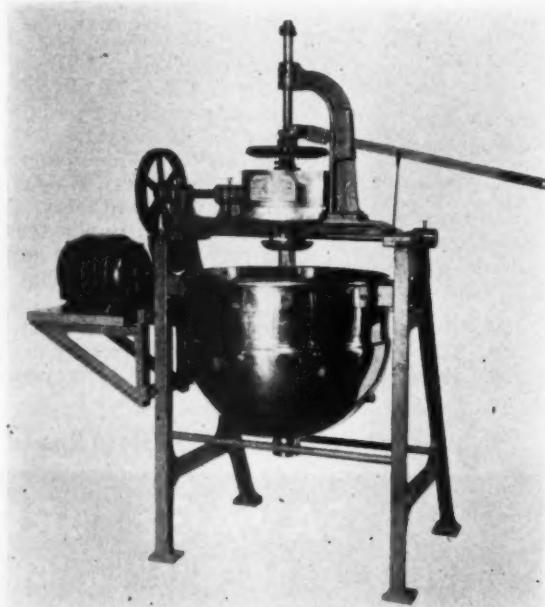
Aluminum	0.492	Stainless steel	0.107
Copper	0.908	Nickel	0.138
German silver	0.089	Tin	0.145
Iron (cast)	0.108		

The temperature at which the above conductivities were determined, was 100 degrees C. (212 degrees F.).

While the above data is most interesting and scientifically correct, the following discussion of heat transference should be considered.

"The coefficient of thermal conductivity of metal plays a small part in the ordinary cases of heat transmission from one liquid to another. The term, over-all-coefficient of heat transfer, is now accepted as expressing the rate of heat flow from a hot substance to a cold substance when separated by a metal wall. In a number of service heating installations, (condenser tubing, heating coils, heat exchangers), stainless steel has replaced copper and other non-ferrous metals, and while the difference in thermal conductivity would suggest lower thermal efficiency, it has been practically the same as other materials. This can be attributed to the following factors:

1. Velocity of heating or cooling, and heated and cooled fluids.
2. Nature of material to be heated.
3. Relative temperature of heating and cooling fluids.
4. Thickness of separating walls.
5. Character of surface of separating wall (polish or rough).



It Pays to Pay More

FOR EQUIPMENT THAT'S MADE OF
LONG-LASTING *Enduro*



Many candy manufacturers have found that they actually save money by specifying ENDURO Stainless Steel for tables, mixers, kettles, trays and other equipment.

• It's true that the original cost of Republic ENDURO Stainless Steel is somewhat higher than that of less resistant materials. But it's also true that ENDURO's cost per year of service is less. *Actually, you are money ahead when you use ENDURO.*

Here's why—

ENDURO cuts replacement and maintenance costs. Its tough, smooth surface withstands rough use and abuse . . . lasts indefinitely, because it is solid stainless steel throughout. It offers lifelong protection against rust and corrosion . . . has no pores in which contaminating bacteria can form.

ENDURO cuts cleaning time and expense, too. Just a flushing with clear water, followed by wiping usually restores its gleaming, sanitary surface. For stubborn, greasy or sticky substances, ordinary cleaning compounds do the job quickly, easily and safely.

ENDURO saves you money in countless other ways, too. It does not affect confections and it is not affected by them. It does not alter color, flavor, aroma or purity . . . may be used safely with the most delicate materials or flavors.

NOW is the time to talk to your equipment manufacturer about the advantages of using ENDURO in your own operations, when it again is available.

REPUBLIC STEEL CORPORATION

Alloy Steel Division • Massillon, Ohio
GENERAL OFFICES • CLEVELAND 1, OHIO
Export Department: Chrysler Building, New York 17, N. Y.



ENDURO STAINLESS STEEL

Reg. U. S. Pat. Off.

Other Republic Products include Carbon and Alloy Steels

6. Surface effects such as (a) Films, (b) Deposits, (c) Corrosion, (d) Color, (e) Gas cushions.

In other words, the formation of water or vapor films on metallic surfaces, which are always present on heating or cooling units, have a heat transference-resistance factor that offsets advantages that might be expected when using metals with high-thermal conductivity. Films on metal surfaces formed by oxidation and corrosion lower the heating efficiency of the unit. Also, if the material to be heated by the unit does not absorb or carry off the heat faster than it is supplied, little difference will be noted where different metals are used."

The fact remains that in several food plants, milk, strained food, soup, and canning in which heating is an important process, stainless steel has made good. But it must be remembered that in many of these other food industries, temperatures of cooking are lower than in the candy industry.

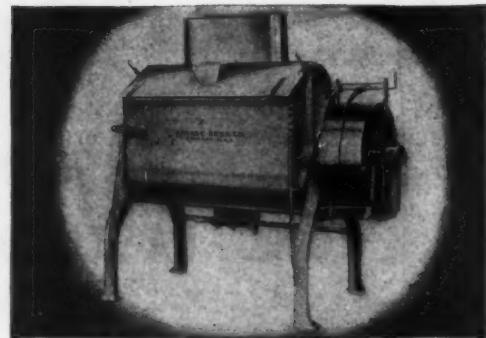
Equipment Durability

The candy industry, like almost every other industry, hates to replace equipment and generally speaking, much thought is given to the life or durability of a machine as well as to the upkeep which will be required. And little complaint can be made in general of durability of much of the confectionery equipment. The suppliers of machinery and equipment have at all times considered the durability factor and have given the candy industry the benefit of their knowledge and ability as craftsmen.

Plated metals wear and it is not uncommon to find tinned equipment totally minus the protective coating of tin. Stainless steel and copper are long-lived. Quite naturally, the life of equipment depends upon the care which it receives. Likewise, enamelled-wear or glass-lined tanks may chip but not stainless steel or copper.

Stainless steel is resistant to the common acids and is not subject to corrosion. Unlike aluminum, stainless steel is not attacked by alkalis. However, stainless steel will scratch; it should not be treated with steel wool in scouring operations.

Almost every candy plant uses pails and figures on replacing these frequently as the type used are subjected to much abuse. Some purchasing agents became tired of always ordering pails (the galvanized or tinned type) and became sold on the seamless, stainless steel



OVAL TYPE MARSHMALLOW BEATER. Marshmallow Beaters may be furnished with jacket of galvanized steel, copper or stainless steel. Courtesy of Savage Bros. Co.

pail or bucket. At first, the workers thought the new pails would prove too heavy for common usage. However, this belief proved erroneous and because of the construction of the pail, durability has been secured. Abuse is still given the stainless steel pails but they have proved that they "can take it."

The same statements could be truthfully made about dippers and similar small, essential items required by every candy company. And larger sized equipment has acted the same way. We have knowledge of kettles of stainless steel which have been in heavy service for many years and yet have required very little if any maintenance, other than cleaning.

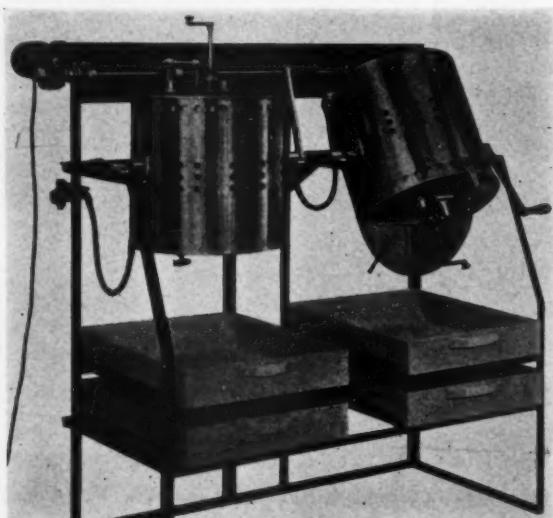
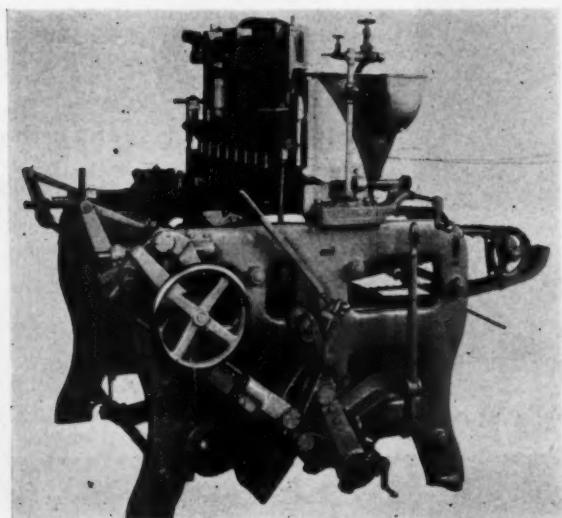
Plant Sanitation

The confectionery industry is becoming increasingly sanitary conscious. Every food plant should have the highest sanitary standards. Many candy companies refer to their factories as "Candy Kitchens": probably, to instill in the public's mind the kitchen-like atmosphere in which their delicacies are made.

The cleaning of stainless steel equipment can be accomplished by washing with soap and lots of hot water, or the usual detergents may be used provided they are fine so as not to scratch the finish.

Ease of cleaning equipment depends upon the design as well as the material comprising the equipment. Glass

Left: National Equipment Depositor. This Depositor uses a stainless steel tank. Right: A combination of metals, stainless steel, polished brass, bronze, black enamel, iron, and aluminum are used in this new Page popcorn machine.



Keep your eye on the

FLOW-MASTER

REG. U. S. PATENT OFFICE

KOM-BI-NATOR

You'll need one to meet competition!

Here are a few of the things the FLOW-MASTER has actually accomplished for leading manufacturers:—

Made old products more saleable by better appearance.

It has improved the taste of some products by a better and more uniform dispersion of all components.

It has extended the shelf life of products by creating a more homogeneous cohesion of product ingredients.

It has made possible the creation of many new products by better and more scientific processing technique.

It invariably cuts the cost of manufacturing, because batch processing in many cases can be converted into one continuous operation.

It saves floor space, because it occupies less than four square feet. A highly versatile machine. Singly or in combination, it will *Grind* in a liquid media under steady hydraulic pressure. It will *Emulsify*—or *Blend*—*Stabilize*—*Mix* or *Homogenize* by an entirely new and more scientific principle.

It is producing emulsions for various purposes by combining and stabilizing apparently incompatible materials.

The *first cost* of the FLOW-MASTER is comparatively low.

Its *upkeep* is negligible because all moving parts are hydraulically balanced.

To the best of our knowledge, there is no other machine that has an automatic compensating wear control by which volumetric efficiency is maintained against normal wear.

There is an excellent opportunity for distributors in some available territories.



THE FLOW-MASTER HOMOGENIZER

PROCESSED BY THE
FLOW-MASTER

The finest thing that can
be said of any product



THE FLOW-MASTER KOM-BI-NATOR



THE FLOW-MASTER PUMP
WITH SPEED REDUCER

MARCO CO. Inc., Third and Church Sts., Wilmington 50, Del.

Established 1936.

usually cleans easily due to its smooth surface. Likewise, stainless steel is easy to clean as it is corrosion resistant. Some metals darken or discolor after being in service for a length of time, but stainless steel remains shining in spite of years of use.

The dairy industry has been foremost in sanitation measures. Sanitary piping has probably been more common in use throughout the dairy plants in the country than in any other food plants. There is much to be learned from the various units which make up our large food industry and candy makers can do worse than copy the many good sanitary practices of the dairy plants. Sanitary piping is nothing more than tubing made of stainless steel, nickel-steel alloy, or heavily tinned brass, finished smooth, inside and out. Then lengths of tubing are joined together by sanitary unions, consisting of a threaded ferrule with a 45 degree ground seat, soldered or welded to the outlet end of the pipe.

A loose hexagonal nut is slipped on the other end of the pipe, followed by a plain recessless ferrule which is soldered or welded to the pipe. At the end of the ferrule is a 45 degree bevel which fits into the ground seat of a union or other fitting. The hexagonal nut with a smooth shoulder, fitting over the shoulder of the plain ferrule, takes up on the threads of other fittings and thus makes a leak-proof joint.

Another factor entering into the construction of candy and food equipment is the fabrication. Rough surfaces are hard to clean and present handicaps in sanitary control. Stainless steel can be easily welded, making a rivet-free, uniform surface.

Plant Appearance

One of the candy industry's problems is that of maintaining the best possible public relations. The Council on Candy of the National Confectioners' Association has done a very nice job in promoting candy. This will avail little unless supplemented by each and every manufacturer. One of the best ways to instill public confidence is that old, reliable procedure of holding "Open House"—inviting the public to see how candy is made.

The effect of visitors on plant personnel is marked. The employees are on their toes, they wish to show their best. And with carefully-designed equipment, immaculately resplendent, the employees show pride in their work.

But whether or not visitors ever enter the plant, there is that "something" about stainless steel which boosts employee morale. More effort is made to keep the floor clean beneath a gleaming kettle than otherwise. Spilled or slopped raw or partially finished materials are quickly cleaned up.

Stainless steel has found use in decoration—guard rails, panels, moldings and trim. Wasteful and costly? Perhaps but here again stainless steel gives the impression of quality. And candy must always be thought of as a quality food.

Hand Dipping System of Stainless Steel

"The story of Stover's hand-dipping system really goes back to the huge chocolate melting tanks which have been installed in the plant. With a total capacity of 2,000 lbs. of chocolate coating, each, these immense tanks reach vertically from the dipping room to the next floor above, where they are filled. These tanks are electrically heated, and as the chocolate is warmed, it is gently stirred by agitators within the tanks. Draw-off valves at the bottom make it easy to supply the chocolate to the smaller tanks provided for each double hand-dipping layout."

"There are eight of these two-operator hand-dipping units in the Stover factory. Each unit consists of one



Groen Stainless Steel Tilting Kettle Lever Handle Tilting Device.
The Groen Mfg. Co., Chicago, Ill.

small electrically-warmed stainless steel tank. The chocolate in these tanks is kept in proper dipping condition by heat and gentle agitation. On opposite sides of each tank are the dipping tables, to which chocolate is fed by hand operated petcocks." — "Stover's Streamlined Hand-Dipping System," *The Manufacturing Confectioner*, Vol. 23, No. 5 (1943).

Stainless Steel Used in Sugar Bin

"Carloads of pure granulated sugar shipped in bulk is a new idea in the candy industry; new in all industries. The car is loaded at the refinery through eight hatchways on top, and emptied, at Mars through valves underneath without human contact. You are present to watch the first hopper car unloaded. Inside, downstairs, you peer through a glass in the stainless steel bin. A sea of sparkling sugar illuminated by an invisible light."

"Next you pass the dry mix room, where cocoa of the highest quality and malted milk are blended in great stainless steel hoppers and screened as they are weighed into polished steel buckets and conveyed overhead to the dough mixers."

"Dry mixes, including nut mixes, cocoa and malted milk, swing in monorail stainless steel bucket conveyors overhead. Piped milk joins the ingredients in the caramel line."

"The system of sanitary piping is designed so there will be a constant flow of products and thus avoid any air pockets. There are no dead ends to cause foul raw materials."

"Visit To The Mars Plant Symbol of Sanitation, Efficiency & Quality," *The Manufacturing Confectioner*, Vol. 15, No. 11 (1935).

References

1. "War Alloy Steels Shoot the Works," *D. B. Stough, Domestic Commerce*, Vol. 33, No. 6 (1945).

QUICK QUIZ:



Are you looking your future in the eye?

Do you see the advantages of:

Operating efficiently in all seasons of the year?

Eliminating "graying" in bar casting rooms?

Avoiding discoloration of chocolates during dipping and enrobing?

Obtaining hard, glossy coatings on hard candies, cough drops?

Reducing "checks," cracks and splits occurring in coating and polishing kettles.

Retaining full quality of candies during packaging and storage?

EASY ANSWER:

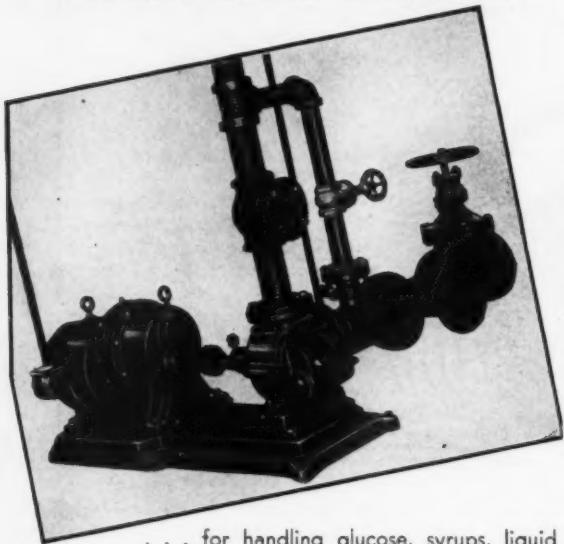
SCIENTIFIC air conditioning is the perfect answer. And Carrier, with 43 years' experience, knows how to engineer an installation for permanent satisfaction. Throughout the confectionery industry, Carrier equipment has built a solid reputation for thorough dependability, high efficiency and low operating costs. Your problem is a special problem. Put it up to specialists. Write fully NOW about your post-war plans for air conditioning, refrigeration or unit heating.

Carrier Corporation, Syracuse, N. Y.



AIR CONDITIONING • REFRIGERATION
INDUSTRIAL HEATING

Stationary and Portable PUMPING UNITS



. . . for handling glucose, syrups, liquid candies and special liquid handling requirements of the Confectionery Industry.

Louis M. Barish

420 Lexington Ave., New York 17, N. Y.
MURRAY HILL 3-4878

FONDANTS.. • Cooked and Cooled in One Operation by the SIMPLEX VACUUM COOKING COOLING SYSTEM



GAS (Patented) STEAM

A few new and rebuilt units are available, but there will be no more until after the war. Act quickly. Also special units for Hard Candy.

Manufactured by
VACUUM CANDY MACHINERY CO.
15 Park Row New York 7, N. Y.
(Also Special Units for Hard Candy)

2. *Handbook of Chemistry and Physics, 28th Edition, Charles D. Hodgman, Editor-in-Chief (1944).*
3. "Stainless Steel—A Number One Post-War Metal for the Confectionery Industry," an address by Curtis C. Snyder at the National Confectioners' Association Convention, June 7, 1944.
4. "The Chemistry and Technology of Food and Food Products," Vol. 2. Edited by Morris B. Jaboc. (1944).

The chart below shows the suitability of various materials as indicated for the different steps of candy-making. This chart is not the final word; research advances continually. For example, new types of household kitchen pans are being marketed as (1) copper-clad stainless steel pans which are claimed to distribute heat in a balanced manner thereby eliminating the "hot spots" causing burning, and (2) aluminum pans which have patented spiral bottoms which are expected to provide better and more uniform heat distribution. Hence, new and improved materials may be expected which will require us to revise our opinions.

1. Aluminum	7. Nickel
2. Brass	8a. Steel
3. Bronze	8b. Stainless Steel
4. Copper	9. Tin
5. Glass or Enamel	10. Plastic
6a. Cast Iron	11. Wood
6b. Galvanized Iron	12. Zinc
6c. Wrought or Malleable Iron	

Air Conditioning	1, 2, 3, 4, 5, 6, 8, 9, 10(?) and 12.
Beaters (mixers)	1, 7, 8b and 9.
Cooking:	
Open Fire	4 and 8b (?)
Steam	1, 4, 5, 7 and 8b.
Piping:	
Water (steam)	1, 4, 6b, 6c and 8b.
Food Products	1, 2, 4, 5, 7, 8b and 9.
Revolving Pans	4.
Starch Trays	1, 8a, 10(?) and 11.
Storage Tanks:	
Chocolate	1, 6a and 8b.
Fats (oils)	1, 5, 7, 8b and 9.
Milk Products	1, 5, 7, 8b and 9.
Syrups	1, 4, 5, 6a, 7 and 8.
Tables	8b, 9, 10, 11 and 12
Miscellaneous:	
Pails, Tubs, etc.	1, 4, 6b, 8b, 9 and 11.
Filters	1, 3, 5, 6, 8b 9 and 11.
Decoration	1, 2, 3, 4, 5, 6c, 7, 8b, 10 11 and 12.
Crystallizing	1 4 5 8b and 9.

PATENTS

The following memorandum relating to Patents is made available through an arrangement with James Atkins, registered patent attorney, Munsey Building, Washington, D. C.

2,330,571

METHOD OF MAKING CHEWING GUM

Clarence H. Flint, Westport, Conn., assignor to Peter Paul, Inc., Naugatuck, Conn., a corporation of Delaware.

No Drawing. Application November 6, 1941, Serial No. 418,065. 2 Claims. (Claim 99—135.)

1. The method of making chewing gum containing acti-



SAVE OVER 75% IN WRAPPING LABOR!

That's real packaging economy—for in many prominent candy manufacturing plants and bakeries, using Wrap-O-Matic, 5 out of every 6 girls on the packing line are now only shadows of the past . . . a savings of over 75% in Wrapping labor costs. Wrap-O-Matic also saves up to 35% in Wrapping material costs . . . operates at high speed (up to 120 units per minute) using any type wrapper that can be printed in rolls, and gives extra sales appeal to your product. Shape and

texture are no obstacle, for Wrap-O-Matic wraps soft or irregular shaped bars and biscuits with ease.

Plan now to streamline your wrapping operations. Write for our new illustrated brochure and more complete details.

For wrapping candy bars, biscuits, and cookies, Wrap-O-Matic is the most popular Wrapping machine in the Confectionery and Bakery field . . . a real tribute to the flawless wrapping by Wrap-O-Matic.

Lynch
WRAP-O-MATIC
DIVISION

**Manufacturing Corporation, Defiance, Ohio
U. S. A.**

★ TIME-SAVING
SHORT CUTS
for manufacturing
confectioners

Easy Way to Clean Mixing Kettles Faster

Sugar, chocolate and other confectionery deposits on mixing kettles may be laboriously scrubbed off, or they can be subjected to specially designed Oakite Composition No. 63. The unusually wetting, penetrating and lime solubilizing properties of this widely-used detergent remove the most tenacious deposits. Its free-rinsing qualities insure streak-free, spotlessly clean kettles.

These are advantages important to look for

when you choose a material that will speed up daily clean-up tasks to free valuable hands for other vital duties.

Interesting digest on maintenance cleaning may be had free on request. Ask us to mail you a copy TODAY.

OAKITE PRODUCTS, INC.
36C Thames Street, New York 6, N.Y.
Technical Service Representatives in Principal Cities of the United States and Canada



Your "FIRST" source for



ALL YOUR
EQUIPMENT!

2 MIKRO Pulverizers, No. 2 and No. 4
25 Steam Jacketed Kettles, all sizes and metals
6 Vacuum Cookers, Iron, Copper, Aluminum
2 Chocolate Chasers 2000 lb.
1 Lehman 16" x 40"—Three Roll Mill

Packaging and Wrapping Equipment, Mixers, Conveyors, Grinders, Mills, Tanks, etc.

Send for the New 96-Page FMC CATALOG

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and Quotations
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Items with F.M.C.



vated carbon which comprises as a separate operation thoroughly incorporating flavoring material comprising essential oils with the activated carbon, preparing a gum base from which any substantial quantity of sugar in solid form is excluded and maintaining the same at a temperature substantially in excess of body heat and at which said essential oils are volatile whereby said gum base is fluid, adding to said gum base the above mentioned activated carbon-flavoring ingredient mixture, thoroughly incorporating same while maintaining the mixture fluid whereby said flavoring material is substantially homogeneously incorporated with said gum base, and then adding the sugar in solid form.

2,353,927
CHEWING GUM MATERIAL

Oscar A. Pickett, Newark, Del., assignor to Hercules Powder Company, Wilmington, Del., a corporation of Delaware. No Drawing. Application October 5, 1942. Serial No. 460,833. 15 Claims. (Cl. 99—135).

1. A chewing gum comprising an elastomeric ester of a polyhydric alcohol and a maleic adduct of an unsaturated cyclic material selected from the group consisting of monohydric esters of rosin acids and unsaturated terpenes and a modifier selected from the group consisting of waxes and softeners.

2,307,562
COOLER FOR HOT CHOCOLATE COATED GOODS
LIKE CANDIES, ETC.

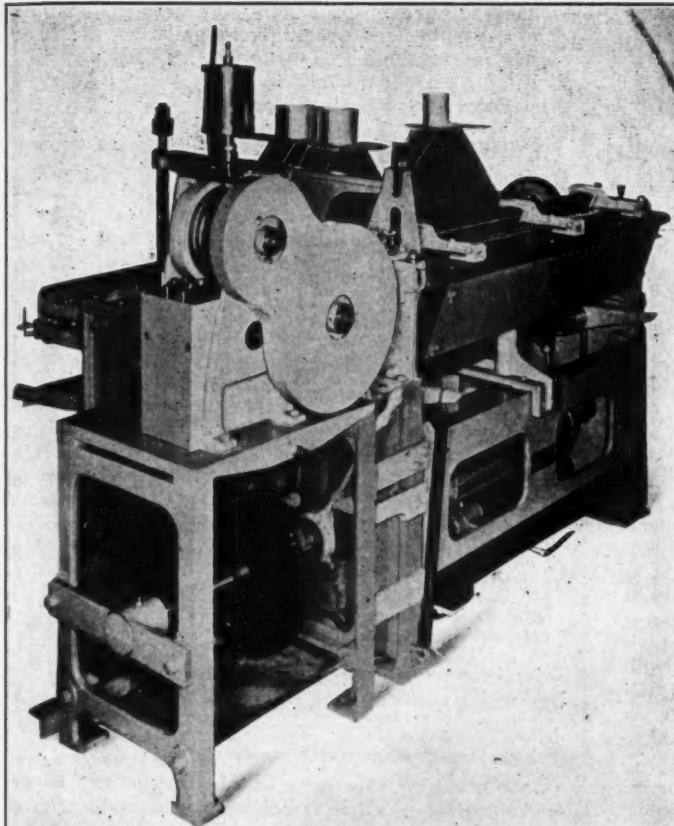
Alonzo Linton Bausman, Springfield, Mass., assignor to National Equipment Company, Springfield, Mass. Application April 3, 1940, Serial No. 327,625. 7 Claims. (Cl. 34—225)

1. A cooler for hot chocolate coated goods comprising, in combination, an elongated casing a movable support adapted to carry said goods through said casing, cooling means, means for circulating air through said casing and past said cooling means in a closed circuit in part of which it flows in contact with and in counter-current to said goods, a partition arranged in the goods-entrance zone of said casing in the general direction of said counter current and adapted, while maintaining said counter current contact below said partition until close to the goods, entrance end of said casing, to split from said counter current of air a shunt current prevented, by said partition, from contact with said goods, and means for reuniting said counter current and shunt current for recirculation.

2,363,503
CONFECTION STICK

Sol Decker, Chicago, Ill., assignor to Setter Bros. Inc., Cattaraugus, N.Y., a corporation of New York. Application December 21, 1939, Serial No. 310,382. 2 Claims. (Cl. 99—138)

1. A substantially solid and homogeneous rodlike body for supporting in an upright position a confection externally mounted thereon, said body consisting wholly of a single rolled up sheet of paper of a width as great as the length of the body and tightly wound upon itself in a plurality of continuous overlying convolutions, the inner convolutions being unbonded to one another whereby the resistance to deformation of the interior of the body is substantially equal only to the aggregate strength of the unbonded convolutions plus their mutual reinforcement and whereby when broken, to present a relatively soft interior, and an adhesive bond uniting only a few of the outer convolutions whereby to form a relatively thin, hard, absorption resistant, cylindrical outer shell normally holding the inner convolutions in tightly wound condition, the resistance of which to deformation is greater than of a corresponding number of unbonded convolutions but which, when buckled under the force of impact greater than the force resulting normally from use with automatic machinery for installing a confection thereon, but less than that encountered in falling or the like accident by the consumer of the confection, releases the inner convolutions whereby to render the body readily bendable and breakable about the point of buckling.



The Automatic Hard Candy Machine Model E

For producing all hard candies of
spherical shape.

Balls

Kisses

Barrels

Eggs

Olives, etc.

One operator spins direct to machine.
Capacities 3000 to 10,000 pounds.
Our Model E incorporates all the
developments of previous experience
—Prepare now for peace.

John Werner & Sons, Inc.

ROCHESTER 13, N. Y.

2,334,030

TEAR STRIP APPLYING MECHANISM FOR GUM STICK WRAPPING MACHINES

Willet B. Ranney, Chicago, Ill., and Albert F. Ruhf,
Cos Cob, Conn., assignors to Wm. Wrigley Jr.
Company, Chicago, Ill., a corporation of Delaware.
Original application April 1, 1940, Serial No. 327,262.

Divided and this application February 17, 1943,
Serial No. 476,174. 8 Claims. (Cl. 93—1)

1. In combination, means for advancing a wrapper-forming web, means for advancing a tear-strip-forming-web of a width equal to the required length of said tear strips, cutter means including a transfer roll for intermittently serving said second web transversely into tearing strips, a second transfer roll intermediate said first transfer rolls being constructed to transfer said tearing strips successively and in predetermined spaced relation from said cutter and apply them to said wrapper -web, and means for stripping said tearing strips from said second transfer roll and for holding them against said wrapper-web.

Copper and Brass in the Candy Industry

An interesting brochure, entitled "Copper and Brass in the Candy Industry" has been published by the Copper & Brass Research Association. This interesting and colorful booklet describes the use of these two products in a number of plants and especially features such confectionery firms as the Hershey Chocolate Corp., American Sugar Refining Company, Loft Candy Corporation, W. F. Schrafft & Son's Corporation and Hawley & Hoops. It discusses the use of copper and brass products in the equipment used in the above plants.

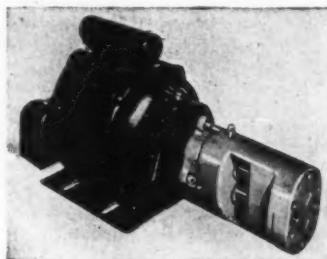
for July, 1945

CANDY EQUIPMENT NEWS

The products described in these columns are all coded for your convenience. You may write in to THE MANUFACTURING CONFECTIONER for any further information on any one of these items and further information will be sent to you. Make use of this section to keep up-to-date on new candy equipment of all types. Information on these items is free for the asking.

Rotary Pump

For pumping liquids under high pressure, this close-coupled rotary pump is available. Capacities range from $\frac{1}{4}$ gal. to 8 gals. per minute. Pump operates on vacuum up to 26 inches, or will operate efficiently with water up to 500 lb. pressure or viscous liquids up to 1,000 lbs. pressure, operating on full motor speeds of 1,750 RPM on lighter liquids or 1,200 RPM on heavier liquids.



A close-coupled rotary pump designed for pumping liquids under high pressure.

out by-pass and relief valves. Construction of iron,

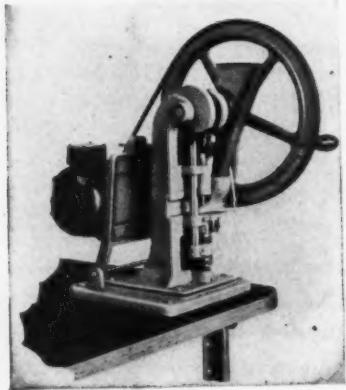
bronze, stainless steel, Hastalloy according to requirements.

For further information check **Code No. M07C45**.

Laboratory Model Compressing Machine

This tablet compressing machine has been improved in design to make it more widely adapted for research or where limited production is desired.

Improvements include a more efficient feeding device for handling materials difficult to feed; a stronger frame; improved smoother action of ejection cam; and an improved adjustment of the lower plunger for making very small tablets.



Tablet compressing machine of improved design for research or limited production

A applying pressure of $1\frac{1}{2}$ tons, with a maximum die-fill of $7/16$ " and producing tablets up to $\frac{1}{2}$ "

diameter at rates of 100 per minute, this press offers many applications in experimental work. This press is available without motor, for hand operation; also with variable speed drive to handle various size tablets in long runs.

For catalog of specifications of this and other models of automatic compressing machines, check **Code No. M07D45**.

Rockamarkers

A new way to mark shipping cases, giving a clearer, neater and more legible impression than stenciling is offered.

The Rockamarker is operated by rocking the unit over a pad to ink the die, then to make an impression,



A new way to mark shipping cases that is fast and easy.

mounted on layers of resilient sponge which is attached to the metal base. The interchangeable type will not fall or pop out. The type channels follow the curvature of the device.

All metal construction, sturdy and rugged, means long satisfactory service. The ease with which information in the marking device may be changed and speed of operation, makes this device suitable for imprinting

valuable information on cartons such as manufacturing date, code numbers, quantities, lot numbers, etc. For further information check **Code No. M07E45**.

New Rotary-Type Heat Sealer

A rotary-type crimp heat-sealer that seals cellophane, plastic-treated bag caps and all similar heat-sealing materials has been announced.

Fastened to a bench, this sealer can be fed by hand or conveyor. Accommodations are easily made for bag



A rotary-type crimp, heat-sealer that seals all types of heat-sealing materials.

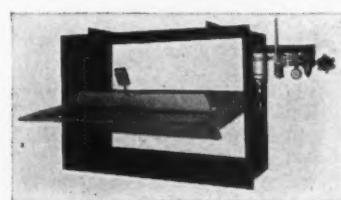
sizes from $1\frac{1}{2}$ " to 15" in height. Temperature control up to 700° F. is regulated by a dial. Working mechanisms are equipped with precision ball bearings. Brass rollers are in perfect alignment and are adjustable to any thickness. No brushes or commutator to wear out. All moving parts are safely guarded. Operation is on 110 alternating current.

Speeds of 240 lineal inches per minute, seal bags as fast as they can be fed. Any operator can make all necessary adjustments. For further information check **Code No. M07F45**.

Double Damper Smoke Control

"Stackmaster" is the name of this new double damper smoke control which is being made in sizes to accommodate the various smoke where it is applied.

This was designed after an engineering survey of stack and boiler performance. "Stackmaster's" function



A new double damper smoke control adjusts itself to current weather conditions.

is adjusting the smoke stack to daily weather conditions to eliminate excess smoke. Excessive stack temperatures are reduced, uniform volume of draft is obtained and combustion fuel

losses are lowered.

Illustration shows this double damper smoke control during the "off period". Installation may be with either electric, hydraulic, or pneumatic control system. For further information check **Code No. M07G45**.

New Roof Paint

One of the basic roofing coatings has been asphalt as this material is resistant to rain or snow. But the hot sun plays havoc with asphalt; drying up the saturant contained in roof coatings and causing running and bubbling. Also, asphalt-roof absorbs tremendous quantities of heat, too often, affecting working conditions on the floor below.

Asphalt has now been combined with aluminum—each particle being provided with its own bright metallic reflector. The asphalt forms a bond to the roof and the aluminum remains at the top protecting the sun-affected product below.

Both the asphalt coatings and the integrally contained

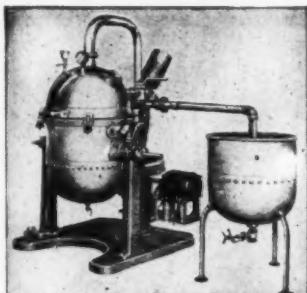
Hard Candy, Taffys, Etc.

by

The SIMPLEX Way

... All Pure Sugar . . . or Any Combination of
Ingredients cooked perfectly with

The Simplex Vacuum Cooker



Patented

Furnished for Steam or Gas fuel.

Write for detailed information.

Manufactured by

VACUUM CANDY MACHINERY CO.

15 Park Row

New York 7, N. Y.

(Also special units for Cream fondant)

aluminum are brushed on the roof at one time, from one can, in one operation. For further information about this new roofing paint check **Code No. MO7H45**.

Portable Storage Rooms

A new idea in storage rooms—portable: so designed that they can be set up anywhere for temporary or permanent storage of food, supplies, and numerous types of equipment.

These portable storage rooms are constructed with substantial wood frames (1½" thick) mortised and tenoned, all joints glued. The frames are covered with heavy galvanized wire screening. Panels interlock so that rooms or batteries of rooms can be quickly and easily assembled or dismantled without the use of tools. The complete units, with ceiling panels are rodent proof and pilfer proof.

* A complete brochure giving full particulars of the line available will be forwarded if you check **Code No. MO7B45**.

Oil Removal Device

A new method of removing oil from refrigerant gas is offered as a part of Duopass Aero Condenser. This "Oilout" uses a cylindrical drum located at the outlet of the duopass coil so that the refrigerant gas enters with a tangential motion. More oil is removed by this method because the temperature of the gas has been reduced so that the oil vapor is condensed. A sight gauge and valve for draining

the oil are provided. Oil removal from refrigerant gas improves the efficiency and capacity of any refrigeration system. Check **Code No. MO7J45** for further information.

New "Tech-Master" Sealer

One of the principal features of this jaw-type sealer enables bags to be fed into the machine in an absolute vertical position, thus causing the contents of the bag to shift naturally to the bottom, consequently permitting a perfect seal close to the actual contents of the bag, eliminating the danger of the contents sifting into the krimper bars.

Another feature is the leverage arrangement, which allows for heavy pressure with a minimum of pressure on the foot pedal. Slight pressure on the foot pedal actuates two sturdy bands which slide smoothly back and forth, bringing the forward krimper bar in close mesh with the rear krimper bar. Absolute uniformity of pressure is provided. Spring tension returns the krimper bars to feeding position. A feeder attachment is provided, mounted independently of the heated bars.



New "Tech-Master" jaw-type sealer.

Sealer operates on 110 AC. Thermostat to provide range of heat to seal any heat-sealing material. Three sizes of machines are available. Check **Code No. MO7A45** for further information.

**Check Code Numbers Here and Mail Coupon For
FREE LITERATURE on Any Subject Discussed in
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MO7E45 — MO7F45 — MO7G45 — MO7H45
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Company _____

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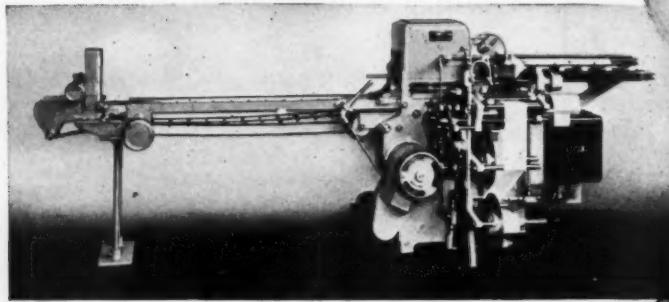
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City _____

State _____

Zone _____

NOW WRAPPING PEPPERMINT PATTIES as well as irregular bars



Here's good news for manufacturers who have had to contend with high-cost hand-wrapping of disc-shaped products such as peppermint patties. Our model DF can now be made to wrap these items at a speed of 90 per minute. You will note from the illustration above that the wrapper, which is firmly sealed at the bottom, conforms perfectly to the shape of the patty. The printed design is accurately located by electric eye.

Our DF machine is also widely used for wrapping irregular bars and produces a smooth, box-like wrap no matter how uneven the outline of the bar may be. It handles practically any wrapping material, including cellophane, glassine, plain or laminated foil, etc., and will apply an inner liner, if desired. It is quickly adjustable for various sizes.

Consult our nearest office for complete information and literature on the DF or for suggestions on any packaging problem.

PACKAGE MACHINERY COMPANY
Springfield 7, Massachusetts

30 Church St., New York 7 • 111 W. Washington St., Chicago 2
101 W. Prospect Ave., Cleveland 15 • 443 S. San Pedro St., Los Angeles 13
18 Dickens Ave., Toronto 8



PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

Teamwork Solves Difficult War Packaging Problems

By GORDON H. FRIEND,
President, Flexible Packaging Institute

"FLEXIBLE packaging circles the wartime globe," says Gordon H. Friend, President of Flexible Packaging Institute. "It flies, rides by rail and ship and truck to fighting men on all fronts—preserving and protecting everything from rations to munitions.

"The successful production of flexible containers for the war effort has largely been made possible through the cooperation of members of the flexible packaging industry. This industry, previous to the war, was devoted almost 100% to the production of flexible packaging for perishables."

In 1943, members of the group met in Philadelphia and formed the Flexible Packaging Institute, an organization through which the industry maintains close-knit efforts and cooperation with the Government and other manufacturers, this industry which annually produces \$100,000,000 worth of flexible packages is now fabricating flexible containers of treated papers and plastic, rubber and metal films for war and essential civilian needs. These flexible packages are being successfully used for foods and rations and medical supplies as well as for munitions, aircraft engines and parts, and ordnance parts.

Weight Held Down

Weights have been held down, cargo space saved, and critical metals conserved. "Packages are constructed to withstand every climate and every conceivable wartime stress and condition. Wartime supplies are reaching our fighting men in a usable state—and are remaining that way—whether they are parachuted to troops or thrown overboard and floated ashore, or stored for an indefinite period," states Mr. Friend.

Papers used are special grades of Kraft, also glassine, vegetable parchment, and waxed papers. These papers are frequently coated with newly developed agents which enable them to withstand the effects of air, oil, and moisture. They are laminated to new synthetic rubber, plastic, or metal films which give additional protection against deterioration of perishable products.

"The vast and complicated problem of constructing flexible containers for war material was all the more difficult," continued Mr. Friend, "as members of the Institute had no previous experience with packaging war material in the face of such unusual conditions."

New Packages Designed

Research has played an important role in solving many of the flexible packaging problems. New techniques in paper-making, development of many plastic, rubber and metal films have brought about the wider application of flexible packaging with protective properties hitherto unknown. These protective qualities are frequently embodied in protective covers and carriers in the form of *case liners*.

Along with their work for the war effort, the industry has continued to furnish flexible containers for critical civilian supplies. Many new packages have been designed which have the ability to preserve the freshness of perishable products such as food, chemicals, tobaccos, and to prevent their deterioration and spoilage. Such containers are now being used entirely as sales units which pass directly into the hands of the consuming public—through retail stores in the form of shelf packages, or through other outlets.

The revolutionary discoveries and accomplishments in flexible packaging techniques will make flexible containers available to a larger number of peacetime industries than have heretofore been served. Such flexible containers will be of particular interest to any manufacturer who has the problem of preserving the original fine qualities of his product.

Because of the Institute's war accomplishments in packaging and the promise that this type of packaging offers for peacetime operations, the Institute has decided that manufacturers and the public should have a better conception of how the protective qualities of flexible packaging can reduce spoilage, cut transportation costs, save shipping and storage space.

One of the first steps to help render such a service to manufacturers was the appointment as economist to the Institute of Dr. Charles F. Roos, well-known economist and President of the Econometric Institute of New York City. Dr. Roos is constantly making studies of buying trends which will enable Institute members to get the information that will be most helpful to those who have packaging and marketing problems.

The results of the Institute's unified war efforts have made its members fully conscious of what cooperative effort can accomplish. And with that realization comes also the knowledge that when peace operations are again possible, many new packaging problems can be solved economically and efficiently with flexible packaging. This is particularly true for manufacturers of perishable products or those subject to gradual deterioration.

Manufacturer-Jobber Relations

(Summary of Panel Discussion Before Chicago Local Meeting of NCA, June 7, 1945)

Participants C. O. Matheis, Walter H. Johnson Candy Co., Chicago, Chairman; Manufacturers' sales representatives: Victor Gies, Mars, Inc., Chicago, and Robert I. Johonnot, Veribrite Factory, National Candy Co., Chicago. Representing the Jobbers' viewpoint were Mr. Vene Perry, Detroit Candy Co., Detroit; and Mr. John Poetker, J. F. Poetker & Son, Co., Cincinnati.

ONE of the problems in the candy industry which has been feared and regretted by all in the industry has been the returned goods problem in normal times. This, of course, is not a problem right now. Mr. Perry and Mr. Poetker, representing the jobbers, felt that the situation for the past three or four years, with no returned goods, has been ideal. They oppose returned goods because of the work involved and because of the waste. The retailer, after all, said Mr. Perry, is the man who returns the goods. If he understands when he buys merchandise that it cannot be returned, he will probably cut the loss by 75 percent.

Mr. Poetker said, "Any jobber, worthy of the name, would want no part of any returned goods. It would be wonderful if we could stay away from it. It has been abused by both retailer and jobber. Jobbers' salesmen load the retailer because they know of the guarantee by the manufacturer who wants to see his goods through in good shape to the consumer. If we could sell the manufacturer on discontinuing the practice, we would all be in fine shape."

Uneconomic Practice

Mr. Gies said that the returned goods problem was a very uneconomic practice and that he hoped the jobbers of the future would eliminate such uneconomic practices wherever possible. Mr. Johonnot did not hold the jobber entirely responsible for the situation. He felt that "this is a manufacturer's problem as well as the jobber's. Manufacturers, hungry for volume and distribution, went a little overboard and led jobbers into a selling evil which, in turn, reacted on the manufacturer. If the manufacturer and the jobber both clean house and sell properly,

the basis for returned goods will eliminate itself."

Mr. Phil Fuchs, executive secretary, Chicago Association of Tobacco Distributors asked: "Since candy is perishable, what is to happen to candy not fit for use after it goes bad in the retailer's or jobber's stock. Such candy is coming into the inventories of wholesalers and retailers.

Mr. Poetker thought that the position described by Mr. Fuchs was no different from that of any retailer who handles perishable goods. One of the things we always have put up to our customers, according to Mr. Poetker, is that they can't expect credit on any spoilage of any perishable produce they carry. Therefore, why should they expect the jobber and the manufacturer, through the jobber, to guarantee goods down to the consumer? The retailer overbuys; the wholesale salesman oversells; all because they know that the manufacturer will stand back of them.

"Not Like Apples"

Mr. Matheis considered Mr. Poetker's point well taken. "The retailer shouldn't expect any greater protection on a candy bar or any other kind of candy than on a barrel of apples; however, an apple is a general commodity. Candy and candy bars have been established by name. The manufacturer is guilty, in many instances, of aggravating the situation. If you don't have a given product or given brand, you jealously guard it so it doesn't fall into the consumer's hands in bad shape. That is the basis of the evil." "If it were possible," said Mr. Matheis, "To have goods destroyed before they reach the consumer, I think the manufacturer might be willing to let whomever has the loss, suffer it."

Mr. Geis disagreed somewhat with

Mr. Matheis: "So far as the bar business is concerned, with which I am familiar, if a piece is properly made I don't think it can be compared, in perishability, with apples and other fruits. Any jobber who lets merchandise, received in good condition, manufactured in the proper way, stay on his shelves until it is unsalable is himself at fault. He should stand the loss. The same goes for the retailer."

Free deals add to the problem of returned goods. Free deals would be all right if everyone could stick with one-free-with-ten, but somebody starts with one-free-with-ten and the next fellow comes along with one-free-with-nine, and so on. Second, they encourage jobbers to overstock and then they need relief on returned goods. "As a jobber, I want no part of free deals," said Mr. Perry.

"The manufacturer always has figured his 5-cent bars on the basis of 24-count and I can't see where the jobber or retailer benefits by anything given in addition. It has to come out somewhere. The manufacturer can't reasonably give free goods with a box of candy unless he figures it into his costs. Talking for myself alone, I would say that you should put anything you may have to give, into those 24 bars already in the box, and forget about free goods," stated Mr. Poetker.

The manufacturer who resorts to free deals is taking the easy way to do something possibly a little hard to do. Put that free business into the candy. Any manufacturer who resorts to free goods with his promotional staff is taking the easy way. Why not do it the hard way? Get the right kind of men. If you have the right merchandise and the right promotion set-up, you'll get your place in the sun. After all, the man



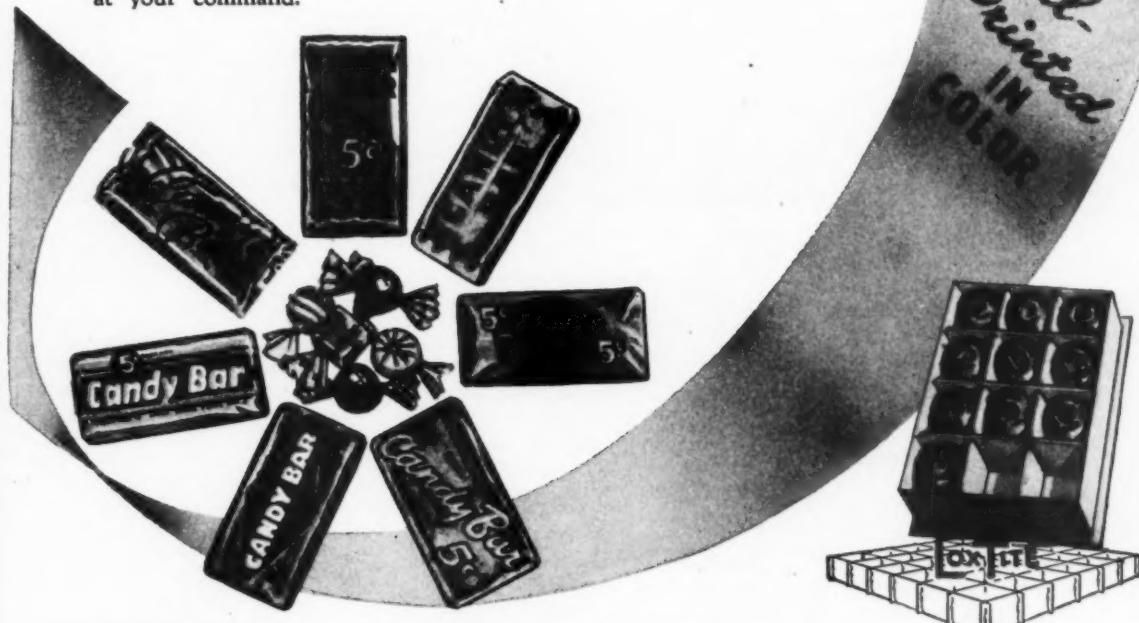
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Baltimore Plan Discussed

A certain large city recently brought forth a plan calling for appointed distributors. Is such a plan legal, and is it workable?

PERRY: I presume you mean the Baltimore Plan. Some things in it are fine; others are most impractical. I know nothing of the legality, as the rules are changing every day, it seems. My answer is "No," on the whole. It is not workable because it is not set up right. They seek to eliminate certain plans of distribution. Regarding elimination of selling to sub-jobbers, in some markets jobbers try to work all phases of operation; they have cash-and-carry business in competition to cash-and-delivery; they have sub-jobbers in competition with a supply house and they will have salesmen in competition with service jobbers. That kind of set-up, in my opinion, is all wrong. In our area the most successful jobber or operator in the market is a supply house which sells to sub-jobbers only and controls them.

POETKER: There should be some connection between the manufacturer of candy and the jobber who sells it to the retailer. After all, the jobber's one function is to take the candy the manufacturer produces and put it on the retailer's shelves, where the consumer can buy it. Now, Mr. Perry has a problem in Detroit different from what I have in Cincinnati. In my opinion, there should be a board or some set-up within NCA for the jobber, so that if I have a problem that I can't handle myself, I can bring it to NCA. The fact that you embrace so many manufacturers would give us the information we need to correct any problem. If we had something like that, we wouldn't need any Baltimore Plan.

GIES: My opinion is that no Baltimore type plan will work nationally. It might locally or section-

ally, but it is a distribution plan I don't think the average manufacturer could go for, regardless of what he may want as a distributive set-up.

JOHONNOT: I believe that the Baltimore Plan is full of dynamite. In the candy distribution picture, jobbing handles about 65 percent of the dollar and poundage production. Of the 65 percent, about 25 percent is in the volume moving out through strictly service jobbers, such as Mr. Perry. If a manufacturer were to embrace entirely the Baltimore plan, he would be losing control of the moving of approximately 75 percent of his merchandise through the jobbing trade. I do not think the manufacturer could get the distribution which he feels he has a right to expect nationally. If he operates sectionally or locally I can see that much good could accrue to him through tie-ups with various service jobbers, this being particularly applicable to the manufacturers of package goods.

To general jobbers, like fruit jobbers, grocery jobbers, pickup stations, and so on, the Baltimore Plan would be strictly a detriment. If the local jobbing organizations could be consolidated into one national body—which then could be represented in NCA, I think much good could be accomplished helping the jobber with his local problems.

GIES: Organization is a wonderful thing. One of the crying needs of the candy business is an organization of the distribution branch. We can manufacture all the candy we are capable of making, but until we get it into the hands of the consumer, in the condition in which we want it to get there, we haven't accomplished what we are out to do. If distributors could express themselves through an association so that both branches could thresh out these problems, a lot of the ills in the distributive end could be cured.

Since the end of the war in Europe numerous requests for quotas are pouring in from returning veterans. What is to be rationally done? Out of a meeting in Chicago, the executive board of the Southern Wholesale Confectioners' Association evolved a plan to publish a booklet setting forth the liabilities as well as the benefits of the jobbing industry so that when a veteran applies for merchandise, you can mail a booklet making him more conversant with the possibilities of success or failure.

POETKER: The manufacturer knows better than we do whether or not he is represented in a mar-

ket as he should be. It is for him to decide whether or not the veteran can qualify. We have all realized for years that the field is overcrowded. If the manufacturer sees fit to overcrowd it some more, why shouldn't the returned veteran have a chance?

GIES: This is America. We've all got the right to go into business. The returned veteran is coming back, so far as this distributive business is concerned, into a market far from normal. We owe a duty to him. We are not discharging our obligation to him if we allow him to enter into a business which is very competitive in normal times, without our giving him proper information on what confronts him. We should tell this young man just what he is getting into. If we do this intelligently, we can assure these fellows that they still possess that God-given American right to go into business, but we also can let them realize what they may be getting into.

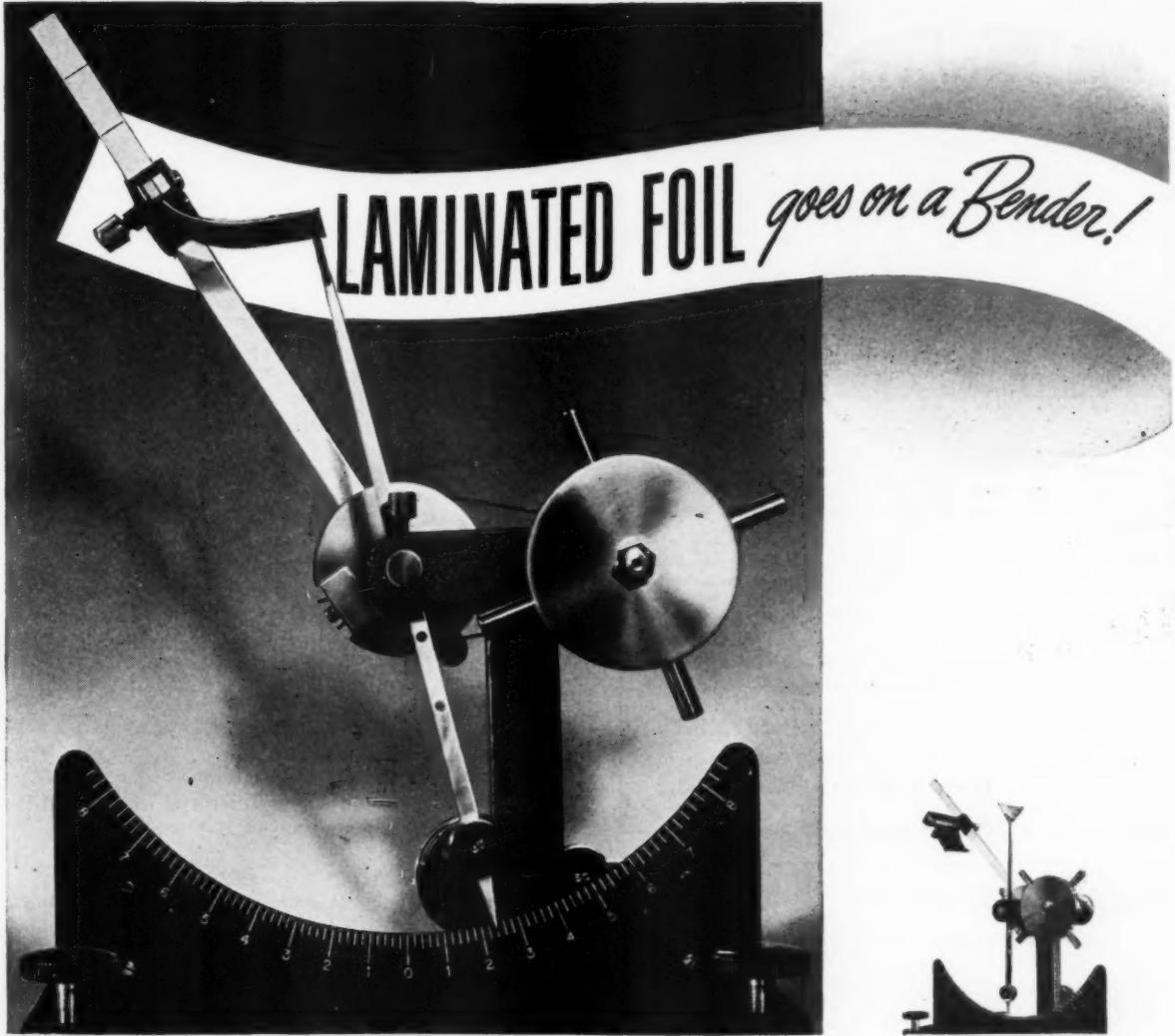
JOHONNOT: The gist of letters I receive from returned veterans is that they have had contact with the candy industry through various service operations, or have seen the ready acceptance of candy by the G. I.s and the people in the occupied countries, and they have a rather rosy idea of the money to be made in our industry. I agree that we owe a debt to these veterans. If we point out the pitfalls to a layman who has only his enthusiasm and a couple of thousand dollars to recommend him, we will be doing him the best favor we can.

The following answers were given to the question, "What is the function of the manufacturer and what is the function of the jobber?"

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JOHONNOT: The major function of the manufacturer who operates properly is to produce the finest candy he can at a profit, a candy fitting a definite need in the consumer picture. Perhaps the most important function is that the product be intelligently sold. There has been too much slaphappy selling. The manufacturer's entire problem in the next five years will be one of intelligent sales education.

GIES: I want to repeat what our friend here has just said. The function of any manufacturer in any economy is to produce the biggest value he can, in the most economical manner, which naturally means that the more economically he produces, the greater value he creates for the money. In addition, he must give



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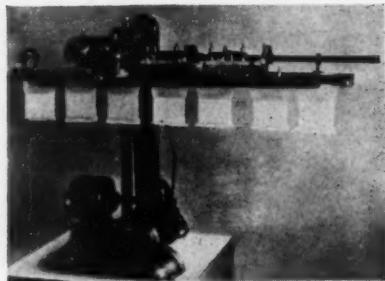
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Manufacturing-Retailer Panel

every assistance to his distributor within his power so that he may create a market for that distributor.

POETKER: I don't think the function of the jobber can be separated from that of the manufacturer. If the manufacturer comes to the jobber with a piece of merchandise that he thinks is good enough for the consumer to buy, and he makes it as good as he knows how, proper distribution should be entrusted to

the jobber. Manufacturers have sent in crew after crew to take the job away from the jobber and do it themselves. Evidently the manufacturer wasn't satisfied with the way the jobber did it. If we are going to have a cooperative movement between manufacturer and jobber, I think the jobber not only should be allowed to do his own work, but also should be made to do it.

PERRY: One quite important point that has not been touched is

this summertime business. I think part of the functions of the jobber are to have proper stockrooms and facilities to handle stock in the four or five summer months as well as in the winter months, and in the continually warm sections of the country. It is a very necessary part of a jobber's functions. If observed religiously it would increase business by giving both jobber and manufacturer the possibility of selling products in months when they now are not even manufactured.

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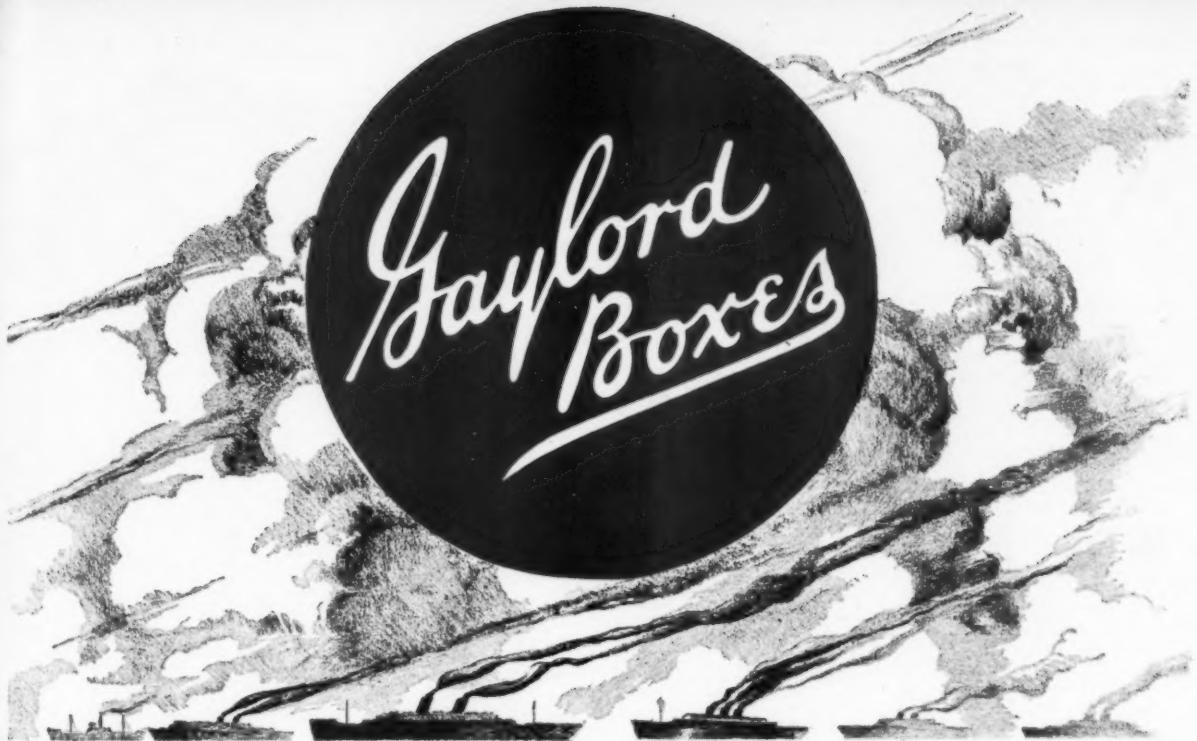
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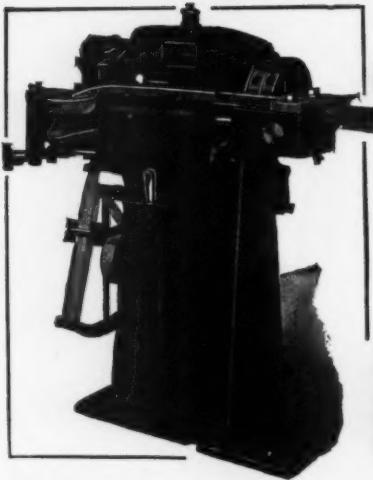
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- Mr. J. P. Skehan has been promoted to the position of assistant sales manager for sheet and Vue-pak materials at **Monsanto Chemical Company's** Plastics Division, with headquarters at Springfield, Mass. He succeeds Mr. S. A. Bell.

- In order to speed the production of extruded aluminum, still on the critical list because of its urgent need in our war against Japan, the DPC will expand and modernize its extrusion plant in Louisville, Ky., at a cost of \$2,000,000, it was revealed recently by R. S. Reynolds, president of **Reynolds Metals Company**, operator of the plant. Mr. Reynolds announced at the same time that the Reynolds Metals Company's foil plant in Louisville was about to be enlarged and equipped with auxiliary machinery to double the production of aluminum foil for the post-war packaging of foods, confections, drugs and tobacco products. This expansion program is expected to speed the output of extruded aluminum



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- For reasons of health, Dr. Charles M. A. Stine will retire on June 30, as a member of the Executive Committee of **E. I. du Pont de Nemours & Company** and as its advisor on research and development according to a recent announcement of the board of directors. He will retain his positions of vice president and director.

- Arthur E. Guest, research chemist, has been added to the vegetable products section of **Continental Can Company's** research packaging laboratory, according to Mr. A. L. Malone, general manager of research. Mr. Guest was formerly associated with the William Wrigley Jo. Co., of Chicago.

- Mr. J. G. Swift, Jr., has been appointed by **Lily Tulip Corp.**, as district manager for the Boston area. Mr. Harry Bachman, formerly of Des Moines, succeeds Neal Barcafer as district manager of the Rocky Mountain territory with headquarters in Denver.

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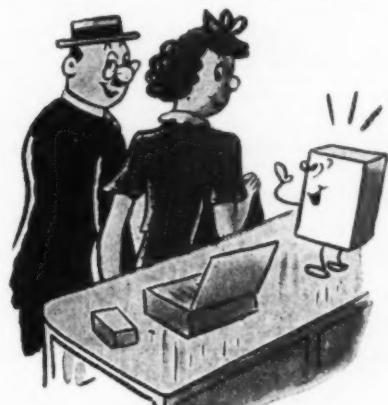
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THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

Classifieds: 35c per line; 70c for bold face; \$5.00 per col. in., display.

HELP WANTED

Real Opportunity for candy maker or foreman for plant in the East, who feels he has the qualifications for Factory Superintendent but never had the opportunity. Present Superintendent being promoted to General Plant Manager. If your qualifications are suitable, we will train you for position. State age, experience, salary expected and reasons for thinking that you can fill this position. School House Candy Company, 296 Charles Street, Providence, R. I.

Help Wanted—experienced sales executive by hard candy manufacturer in Chicago doing national business with chair stores, department stores and jobbers. Must have good personality and be good correspondent. Address G-7454, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

Help Wanted: Enrober man familiar with Greer and National Enrober Machines. Steady work, good pay and pleasant surroundings. Apply Andes Candies, 4430 N. Clark St., Chicago, Ill.

Candy Maker Wanted: All round, capable of taking charge of candy plant as Superintendent. Must understand operation of equipment. Original ideas for improvement valued. Experienced in hard candies and all creams. Exceptional opportunity for right man in Carolinas. State salary, age and experience in first letter. Correspondence strictly confidential. Address G-7453, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

Candy Maker—for all types of high-class candies, and particularly experienced in operating enrober. Only responsible man with good references should apply for steady job in New York City, with good pay and vacation. Address G-7455, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago, Ill.

HELP WANTED

Wanted: Plant Superintendent for progressive modern Candy Plant in the Middle West. Must have complete knowledge of plant operation. Brilliant future. State in first letter past experience, age, salary expected. All replies kept in strict confidence. Address 6-74512, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

Candymaker Wanted: Nationally known midwest manufacturer desires aggressive, fully experienced man will versed in all phases of candy making. Do not apply unless willing and anxious to develop new items thru cooperation with chemical laboratory. Address G-74517, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

Salesmen: Experienced in selling candy to wholesalers and national retailers. Some at once, other territories for postwar period. **Paul F. Beich Company**, Bloomington, Ill.

Wanted: Experienced pan man by large middle west candy manufacturer. Steady work. Write, give age, experience, and salary expected. Address G-74518, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

MACHINERY FOR SALE

Triangle Powder Filling Machine, adjustable to $1\frac{1}{2}$ oz. speed up to 40 per minute. Address G-7451, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

Drop Machine: 13 sets rollers, drive and blower Motors, tunnel with two blowers. Seamless Ball Machine. Durn Batch Spinning Machine. One (1) 100 lb. Candy Puller Machine with Motor. Address G-7458, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

MACHINERY FOR SALE

Pop Corn Poppers: We Buy & Sell Burch, Manley, Advance, Cretors. What do you have? What do you need? Russell's Korn Kribs, Hartsville, Tenn.

FOR SALE **Hobart Mixmachine**

A. GILDENER CO.

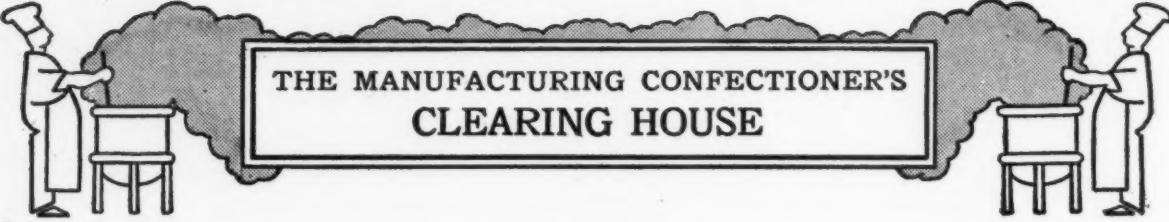
80 quart
2 Horse Power, 4 Speed in good condition, for
bakery shops.
184-186 Duane Street New York 13, N. Y.

For Sale—One five ft. ball cream machine. Rebuilt with 5 HP 220 Volt 60 cy. 3 phase motor attached. Address P. O. Box 320, Taveres, Fla.

Machinery for Sale: 1—Wood Mogul, good working order; 1—Sanding Machine; 2—Metal Cooling Tables; 1—Racine Continuous Cutter; 1—Werner Ball Machine, Semi Automatic; 1—Mills Improved Vertical Cutter; 1—V. O. Herman Spinner Hard Candy Twist & Cutter. Address G-74516, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

For Sale—1 Ideal Caramel Wrapping Machine No. 143-IXIX $\frac{1}{4}$ to $\frac{3}{4}$, Type Special, complete with sizer; also have a quantity of $2\frac{1}{4}$ inch waxed paper in rolls to fit machine. Address G-74511, c/o **The Manufacturing Confectioner**, 400 W. Madison Ct., Chicago 6, Ill.

For Sale—1 LP Pop wrapping machine. Good condition. Will wrap either cellophane or wax paper. Address G-7459, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.



THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

MACHINERY FOR SALE

New or Rebuilt guaranteed in first-class condition: 3—York Batch Rollers with motors. 2—Automatic Batch Rollers. 2—Hard Candy Sizing Machines. 4—5' x 4' Cooling Slabs. 1—Hil-dreth Pulling Cachine with Motor. 1—40 Gal. Steam Jacketed Kettle with agitator, etc. (with or without motor). 1—50 Gal. Tilting Steam Jacketed Kettle, with agitators, etc. and motor. 1—75 Gal. Steam Jacketed Kettle with agitator, etc. (with or without motor). 1—Ball 5 Foot Cream Beater with motor. 1—F & B 5 Foot Cream Beater with motor. 1—Dayton 5 Foot Cream Beater with motor. 1—Mills 6" x 10" Large Mint Puff Machine, with or without motor. Also other miscellaneous equipment. Address G-74514, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

For Sale: Revolving Pans, Pulling Machines, last types. Ingeniorsfirma R. Pehrsson, Kungs-gatan 56, Stockholm (Sweden).

MACHINERY WANTED

Will Pay Cash for Simplex Vacuum Cookers, Steam or Gas. Also Dayton, Racine or Ball 5 Ft. Cream Beaters. Advise condition and quote lowest price. Address G-74515, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

1—Model K Kiss Machine, preferably from owner. Must be reasonably priced. Paramount Candy Co., Clinton, Iowa.

Urgently Wanted: Copper Coating Pans and Vacuum Pans; Tablet Machines; Dryers and Mixers; Jacketed Copper and Aluminum Kettles. Describe fully and quote prices. Address G-74513, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

Will Pay Cash for 1-60 gallon double action mixing kettle for 100 lbs. steam pressure. John Horne, Inc., 1914-30 Columbia Avenue, Chicago, Ill.

MACHINERY WANTED

Wanted: All kinds of Confectionery Machines, new and second-hand. Ingeniorsfirma R. Pehrsson, Kungsgatan 56, Stockholm (Sweden).

SALES LINES WANTED

Candy Sales Representative who has sales force, offering services to confectionery manufacturers now and the postwar. Covering five Eastern states bordering Atlantic Ocean — Virginia, North Carolina, South Carolina, Georgia and Florida. Correspondence invited. H. L. Jordan & Co., P. O. Box 572, Florence, S. C.

Candies, Specialties Novelties wanted for New England. Will give complete coverage to candy, tobacco, drug and chain accounts. Have been one of Schutter Candy Company top producers for twenty years. Excellent trade following. Contact James W. Butler, 150 So. Main St., Randolph, Mass.

Candy and Allied Lines—After 16 years with Luden's, Inc., have resigned and entered brokerage business. Interested in candy and allied lines for Florida, Georgia, Alabama. T. H. Hubert, c/o Hubert Brokerage Co., P. O. Box 149, Atlanta 1, Ga.

PLANTS WANTED

Wanted To Buy: Medium sized fountain supply factory (not equipment) or small or medium-sized wholesale candy plant on West Coast, preferably Los Angeles. Address G-7456, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago, Ill.

Candy Making Plant Wanted: Highly responsible firm is interested in purchasing a good going candy manufacturing business complete with equipment, materials and help. In replying, please state types of candy now being made as well as those that can be manufactured with pres-

PLANTS WANTED

ent facilities. Box 1240, 217-7th Ave., New York, N. Y.

Wanted: Wholesale Candy Factory. Address G-74519, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

MISCELLANEOUS

WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

"Cellophane"
BAGS

SHEETS • ROLLS • SHREDDINGS

Cellophane rolls in outer boxes 100 ft. or more

ALSO MADE OF OTHER CELLULOSE FILM

**Wax - Glassine Bags, Sheets & Rolls
Colors & Widths Scotch Tape
Clear & Colors**

Diamond "Cellophane" Products

**Harry L. Diamond
Sales Representative**

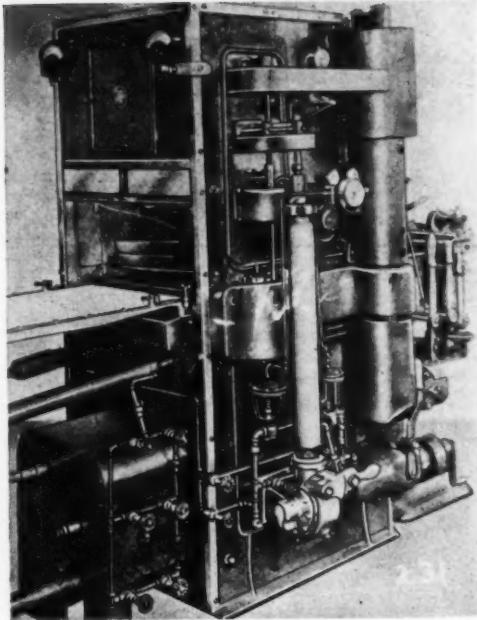
2902 So. Michigan Ave., Chicago 16, Ill.

Business Opportunities: Pan-Man, first class, desires contact with established concern, where active service and some investment will mean partnership. 30 years experience in all types of fine pan work. Middle age, managerial and initiative ability. Address G-74510, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

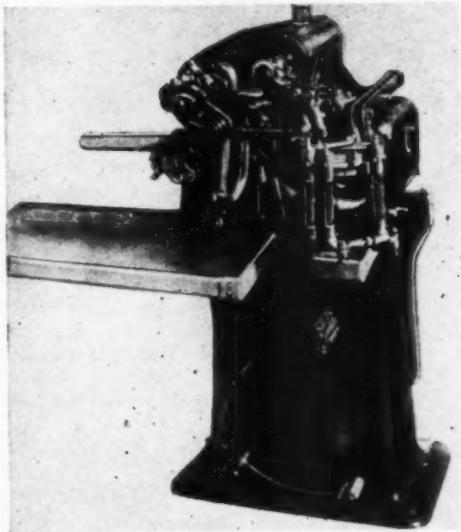
We offer \$15.00 for a copy of Matthew Berman's "**The How & Why of Candy Making**" Please check through your book shelves and see if you have a copy you are not using. Address G-7457, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

Want Glass Jars; pint, quart, or #10 size with caps and cases. Address G-7452, c/o **The Manufacturing Confectioner**, 400 W. Madison St., Chicago 6, Ill.

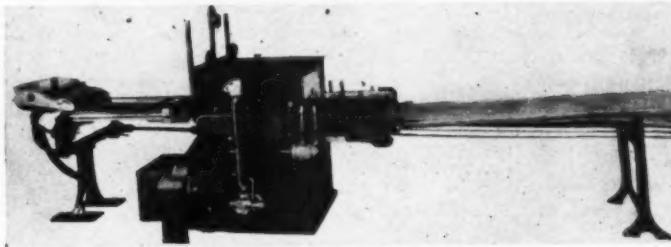
Wanted—Pineapple Cores in brine or water in any size and quantity. Henry Laber & Associates, 819 E. 5th St., New York City 9.



24" National Equipment Enrober



Ideal Caramel Cutter and Wrapper



24" National Equipment Bon Bon Coater

**Let's finish the Job!
Buy Seventh War
Loan Bonds.**

For Shipment Without Priorities

**EXTRA MANPOWER—IMMEDIATELY—
WITH LABOR SAVING MACHINERY—
REBUILT FOR PEAK LOAD PERFORMANCE**

Beat the manpower shortage! Select from the world's largest stock of confectionery machinery, the equipment you need to fill current orders and to be ready for bigger production requirements tomorrow. Whatever you are looking for, Union has it already built—reconditioned with standard parts by experienced mechanics, ready to give you immediate, trouble-free production. For Better Rebuilt Machinery, Check with Union **FIRST!**



These Specials for July

* Subject To Prior Sale

- National Equipment Automatic Steel and Wood Moguls.
- Gaebel Continuous Automatic Plastic Hard Candy Outfit with Automatic Batch Roller, Heated Sizer, Plastic Cutter with chains and cooling conveyor.
- Ideal Factory Model Caramel Cutting and Wrapping Machines
- Double or Single Hub Starch Dryer and Cleaner.
- 24" National Equipment Enrober with automatic temperature control, enclosed motor drive detailer, automatic feeder bottomer cooler and packer.
- 24" National Equipment Bon Bon Coater.
- Ideal Caramel Cutter and Wrapper.



We pay more for used machinery

One, two, three machines? A department? A whole plant? Right now the spot cash prices we offer are the highest the industry has known. Right now is the time to sell. You lose money—and the chance to take advantage of today's high prices for every day you allow an idle or surplus machine to use up your factory space.

Wire collect—or send full details of the machines you can sell. Our representative will make you an irresistible offer.

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Rebuilt
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**UNION STANDARD
EQUIPMENT COMPANY**
318 LAFAYETTE STREET • CABLE ADDRESS "CONFECMACH"
NEW YORK CITY

May We Suggest . . . ?

Did you ever consider the similarity of your favorite magazine (*The Manufacturing Confectioner*) to a fancy package of candy? No? Why not? While we don't always list the ingredients on the cover, you will always find them on page 5 and on the page facing the third cover. Both "Contents" pages are valuable to you, you gain ideas from each. And as you turn the page of the M. C., you will partake of many good items: items of immediate interest and others more permanent.

But even fancy packages of candy contain (unfortunately) at times, certain pieces which resent scientific control and proper workmanship. And so, it was with *The Manufacturing Confectioner*—last month's delectable delicacies were imperfectly wrapped and presented unsuitably to our discriminating clientele. We have no excuses to offer: like you candy manufacturers we try our best to maintain our quality standards in spite of trying conditions. But we haven't succeeded in training our linotypes to function 100 percent.

In that thought-provoking, well-written article, "The Chemist Looks Through the Candy Plant," Mr. Leighton listed 12 points to study in walking through the plant. We can't count above ten without removing our shoes, and so left out No. 8, which is: "Is cooling likewise a batch or continuous process?"

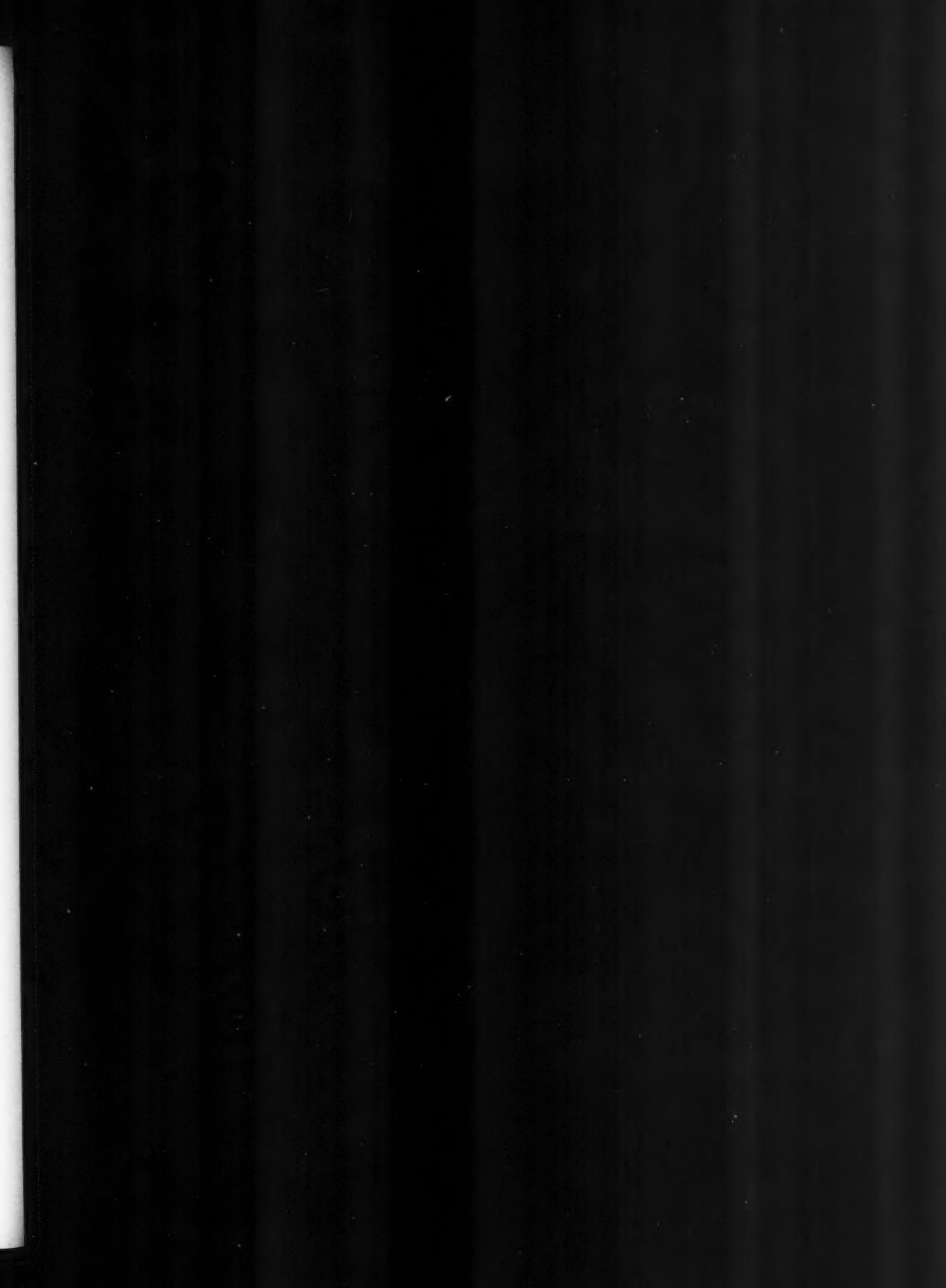
And we had more type than paper on page 54. (Ever have too many centers left over and lack coating?). Well, "Packaging Predictions" ended a bit too abruptly, the enrober froze up, or something. We know you have just been wondering how or what the ending was so here goes. The last sentence should read, "Upon machinery will depend lowered costs and increased opportunity to compete."

And on this column's page (imagine that), errors occurred—errors of omission for the most part. The Louis M. Barish advertisement on page 46 was ignored as well as the Edward Remus & Co. advertisement on page 38. Now we don't want to get "picked up" by the authorities for failure to mention all of the important ingredients. California Fruit Growers Exchange Citrus Pectin appeared on page 33 instead of 23 as listed.

We express our regrets at our unfortunate experience of June. We're truly sorry it happened and especially in June, we've always looked at June as being such a happy month. . . . we got married in June, did you?

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FIRST IN AMERICA

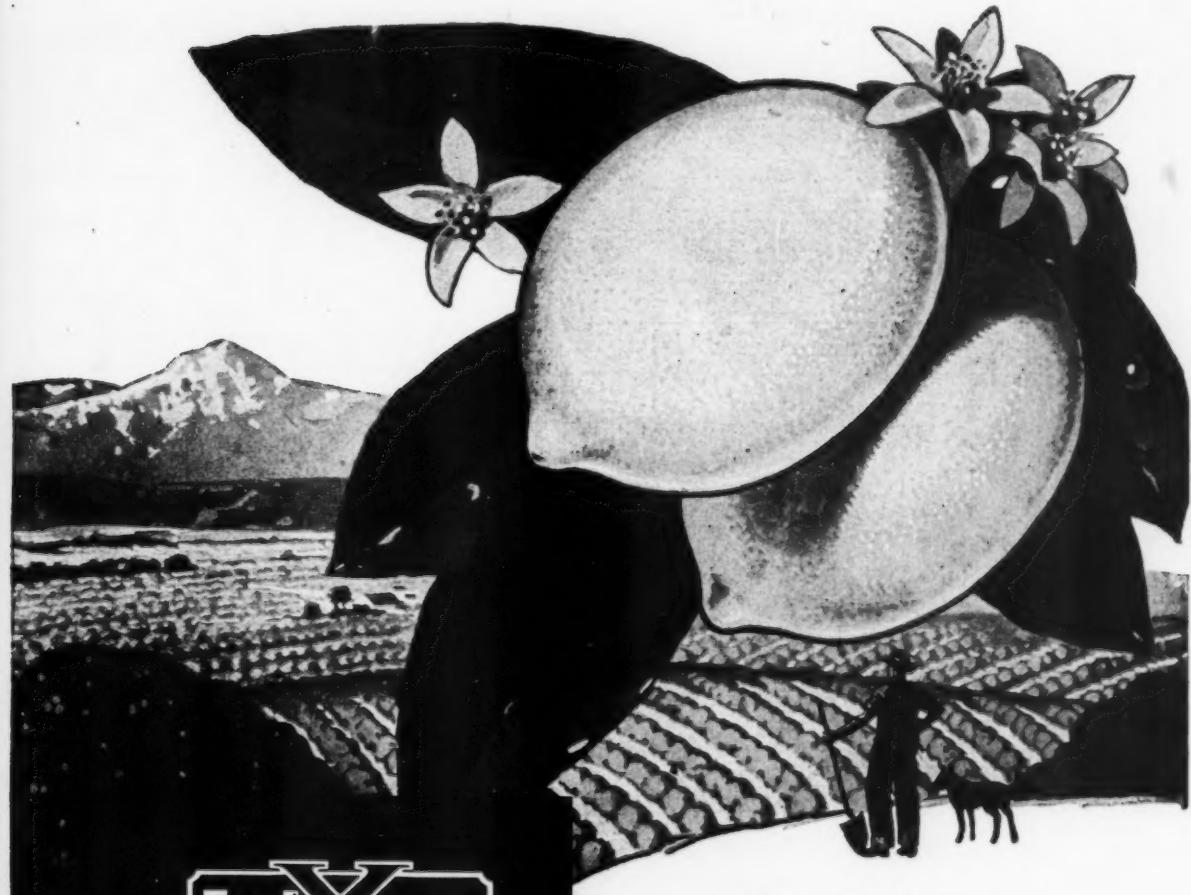
BY MORE THAN 4 TO 1

Over 80% of all the Lemon Oil used in America is Exchange Lemon Oil—over four of every five pounds.

This overwhelming endorsement by the trade is your assurance that

Exchange Lemon Oil delivers FLAVOR, CLARITY and UNIFORMITY not found in any other Lemon Oil.

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Producing Plant:
EXCHANGE LEMON PRODUCTS CO., CORONA, CALIF.

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This Greer Multi-Tier Conveyor—in the Hazel-Atlas plant in Wheeling, West Virginia—is approximately 12 ft. high, 6 ft. wide, and 31 ft. long. In other words, though requiring only 186 sq. ft. of floor space, the conveyor provides 4836 additional sq. ft. of continuous-processing tray space within the machine.

Taking the output of four Dewey & Almy rubber-depositing machines, after the flowed-in gaskets have been applied, this Greer Conveyor processes the jar tops while in motion—eliminating the need of setting them aside to be cured. Maximum production is better than 25,000 jar tops per hour.

On the Greer Multi-Tier Conveyor, products can be conveyed as long as processing is required. This continuous production nets important economies.

Because of the unique construction of the Greer Conveyor, overhead areas in your plant can be utilized. These Conveyors are readily designed to run through two or even three stories. The loading and unloading of the machine are usually automatic.

Today you will find Greer Multi-Tier Conveyors continuously processing candy, cookies, bread, fruit bars, shoe paste, floor wax, as well as a rubber compound. If you are laying out a new plant or are cramped for floor space, write at once for free Booklet M-7 giving complete information on the Greer Multi-Tier Conveyor.—

J. W. Greer Company,
119 Windsor Street,
Cambridge 39, Mass.

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GREER

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